

LONG SHOT 2013 | JUNE 21

**24 HOURS,
HUNDREDS OF PHOTOGRAPHERS,
ONE PHOTO CENTER**

Photo Center NW is pleased to announce LONG SHOT, a 24-hour photo fundraiser and creative community event. Starting on the evening of Friday, June 21st, hundreds of photographers WORLD WIDE will be united by one day simultaneous image-making in support of the Photo Center. The result is a showcase of thousands of photographs taken on the same day around the world, a sliver of time frozen to benefit a nonprofit photography center. Participants can shoot for a minute, a few hours, or the entire day, with any camera (including your cell phone!).

In 2012 participants hailed from the U.K., Tanzania, Japan, Iceland and all over the U.S. Participation is FREE and photographers are encouraged to seek donations and pledges to benefit the Photo Center. The culminating event will be an exhibition of participants' work, a celebratory opening and after-party on July 27 at the Photo Center.

Every click of the camera supports the work that the Photo Center does for the community. To register go to **www.pcnw.org/longshot**.

**PHOTO
CENTER
NW**

PHOTO CENTER NORTHWEST

900 12th Avenue
Seattle, WA 98122

PHONE

206.720.7222

FAX

206.720.0306

E-MAIL

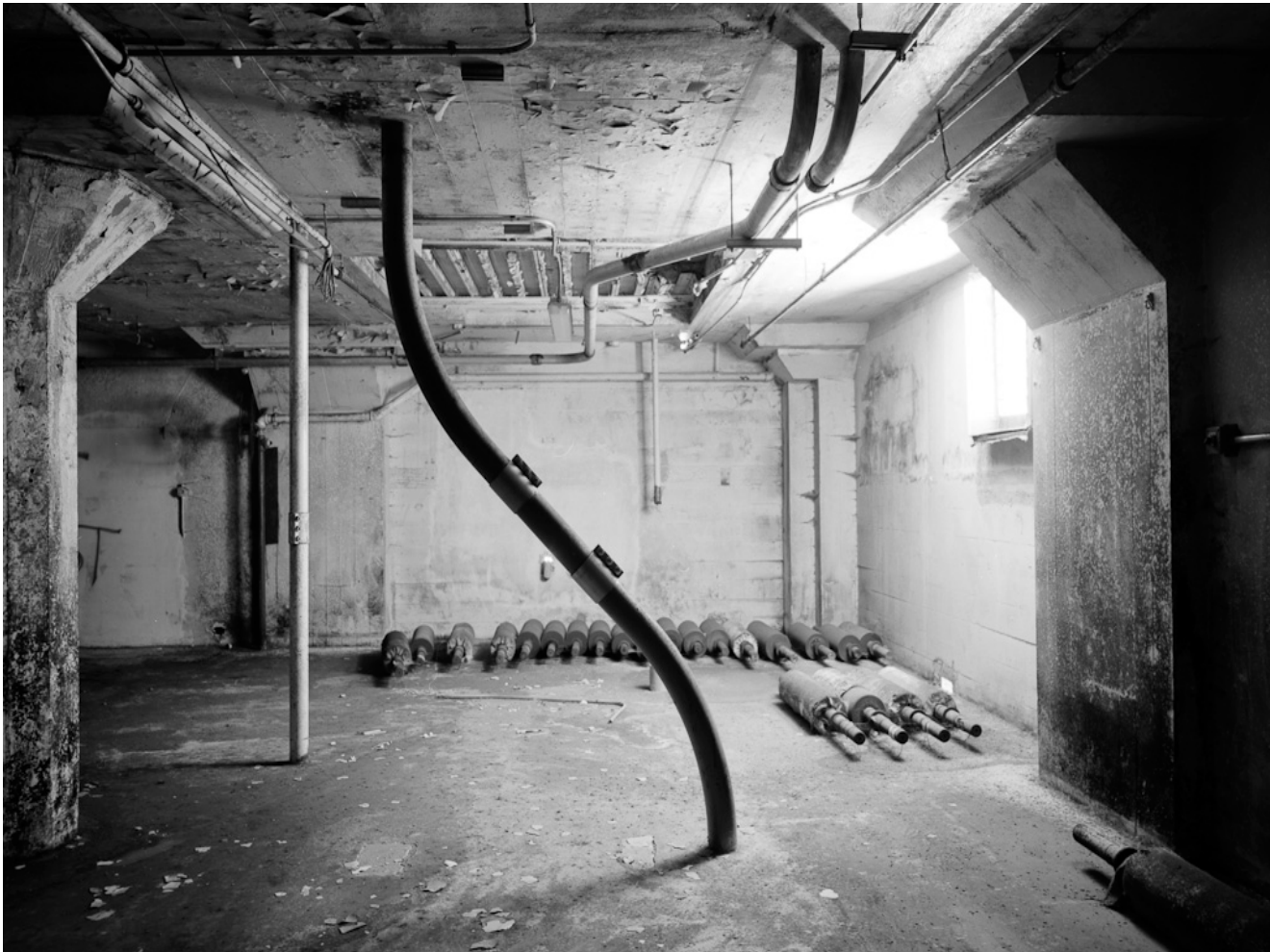
pcnw@pcnw.org

ONLINE

www.pcnw.org









Photography marathon capturing 24 hours of Seattle



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Everyone has a story. What's yours?
LINDA THOMAS

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Photography is the universal language

May 20, 2012 @ 10:07 am (updated 10:28 am - 10/1/12)

Listen to us: photography, the universal language!

A little boy from Ethiopia, new to Seattle, sits in a classroom next to a girl whose parents are from Honduras. They struggle with English, but they both have huge smiles when they look at a picture of a puppy.

Photography may be the universal language.

"There are immigrants from all over the world, they don't speak any English. They're very at-risk populations," says Rafael Soldi with the nonprofit Photo Center NW.

"We work with them and use photography as a visual language to empower them and help them tell their stories and learn English, and navigate to the Seattle School system and American culture."

Seattle public schools have students from 100 countries, who speak 100 languages.

"On any given time you can have a classroom where 10 different languages are spoken, and the only thing they have in common is English, but they don't speak it well. It's frustrating to see them so we start to understand each other through photos that they take at home and share in school," Soldi says.

Each year Photo Center NW holds a photography competition to fund its outreach efforts. Their "Long Shot" contest begins Friday night at 6:00 and lasts through Saturday at 10pm.

People are encouraged to shoot pictures of their community, or anything else that empowers them, and submit up to 10 images. Soldi says they'll pick some of the images for an exhibition in July. (Details on their website: PCNW.org)

Here are a couple of photos from last year's contest:



Grey Miller, "Sleeping"



Chris Blumie, "Dress Monster"

While some professional photographers lament the fact that cellphone cameras have made "everyone and anyone" a photographer, Soldi thinks it's great.

"Last year the cover of The New York Times featured an iPhone picture taken in Iraq. I never thought that would happen, but it's very exciting that everyone can be a photographer now," he says. "Every click of the camera could make a big difference."

By LINDA THOMAS

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Thursday, November 25, 2012 11:46 AM 34° 70° (Seattle, WA)

Amid fundraising success, Photo Center NW continues outreach

By Stephen Miller, Editor
 - The Capitol Hill Times -

Photo Center NW thought it would be a long shot to make any money from a project fundraising campaign that asked the community to sponsor photographers. It ended up bringing in something in the ballpark of \$12,000. Now in its fourth year, Long Shot continues to be a successful campaign for Capitol Hill's photo arts, offering an opportunity to support and highlight the profession's non-profit efforts.

Long Shot is a daring campaign in which amateur and professional photographers from around the world ask for prizes — must be a celebration — to shoot and submit photos to the contest.

"What would be a really fun, interesting way to engage the community?" Marketing Director Rafael Soldi said the staff at Photo Center NW asked itself when coming up with the idea. "Or how in three years the event just took off?"



About 100 participants took part this year around the world. The year from 6 p.m. June 1 to 6 p.m. June 2, 715 photographers submitted about 3,000 images.

"Photographers have started to take the event more and more seriously," said the center's Joe Fried. "The arrival of amateur camera devices in cell phones and digital."

As the program has made Long Shot all the more accessible worldwide, allowing amateurs and professionals alike to submit excellent work.

The increase in participation also means more dollars raised. The event pulled in \$12,000 last year and of the lot at \$15,000 for 2012.

"This year was another exciting success," Soldi said, though he won't know exactly how much the event brought in until after the exhibit auction. The Long Shot auction, held at Photo Center NW at 6 p.m. on Saturday will put about 200 photos from the event up for sale with prize drawings as the evening progresses.

The idea is to give the community an opportunity to own a piece of the art it helps sponsor, Soldi said and of the auction that will feature a lot of food, "pat, drink, dance, have fun, purchase art for cheap, go home."

Long Shot's success is a piece of the funding puzzle that keeps the center's classes, workshops, seminars and outreach programs running. Photo Center NW also receives support from numerous grants and donors in the area. In May, Seattle's Office of Arts and Culture Youth Arts Program announced the distribution of \$170,000 to the city's youth programs. PCNW received \$2,000 for its Club Photo program, which is run through the Seattle World School.

Club Photo is a pilot class designed to help immigrant and refugee children "get a basic understanding of what their place is here in the U.S." while learning the basics of photography, Soldi said.

At any given time at the Seattle World School, 12 kids will be speaking 10 languages including Chinese, Farsi, Korean, Spanish, Russian and East African languages, he said. Club Photo encourages students with different backgrounds to interact with weekly assignments, including some that ask the students to document their Long Shot home.

"It's really cool to see," Soldi said. Some students will photograph their shoes because they've never had shoes before.

As with Long Shot, there is an exhibition at the end of the term. "It's not to wrap up the session and see how much the kids have learned about use of their camera and how their eyes have developed, and what kinds of stories they learn to tell," he said.



The Long Shot exhibit at Photo Center NW

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Long Shot 2012 on KIRO 7 News
 Photo Center NW's Long Shot 2012 on the KIRO 7, 11:00pm news, June 1, 2012