



# News Release

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## Connect2Edmonton launches 2<sup>nd</sup> annual photo contest —Great prizes in 10 categories for pictures that are ‘Uniquely Edmonton’

Connect2Edmonton (C2E) is encouraging all regional residents to submit photos that portray Edmonton’s unique charm and beauty for a chance to win terrific prizes.

Entering *Uniquely Edmonton* is easy. Simply upload pictures of life in Greater Edmonton that have been taken within the last year. The best images in 10 categories (as selected by contest judges) will be posted this fall for C2E members to judge in a dynamic online forum. The photo with the most votes will be declared the overall winner.

This year’s grand prize — donated by Pivit, a leading Edmonton-based web design and development company — features a hot air balloon ride for two, an Apple gift certificate and a Fairmont Hotel Macdonald gift certificate. The grand prize package (together with other prizes donated by sponsors such as *Keep Edmonton Original*) has an estimated total value of \$1,200.

Each best-in-category prize includes a digital photo frame supplied by Edmonton International Airport. Random-draw prizes donated by Edmonton Economic Development Corp. will be given out until the contest ends on Oct. 3, 2008.

This year’s 10 contest categories (five more than last year) are: **Abstract; Buildings & Architecture; City Attractions; Downtown Cityscapes; Festivals; In the Neighbourhood; River Valley, Parks & Landscapes; Sports and Recreation; Urban Life; and Work Life.**

C2E ([www.connect2edmonton.com](http://www.connect2edmonton.com)) is Edmonton's virtual public forum. It is an autonomous, non-partisan, global community of people who are passionate about Edmonton. C2E currently has 3,800-plus registered members in 33 countries and is viewed by 50,000-plus readers each month.

Official C2E community partners are: Edmonton Economic Development Corp., Edmonton Airports, NAIT, MacEwan, the City of Edmonton, the Edmonton Chamber of Commerce and the Edmonton Chamber of Voluntary Organizations. Pivit Inc. is C2E's main corporate sponsor.

**Note:**

*Uniquely Edmonton* is C2E’s second annual photo contest. To view last year’s best entries, search C2E and click on “Photo Gallery.” The C2E Photo Gallery is a permanent online archive of the best entries from each contest.

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