

MEDIA RELEASE

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FOTOFREO
2010

FOTOFREO 2010 TO HOST WORLD PRESS PHOTO EXHIBITION IN PARTNERSHIP WITH EPRA

FotoFreo 2010: The City of Fremantle Festival of Photography, will bring the **World Press Photo** exhibition to Western Australia in March with the support of **EPRA**.

World Press Photo conducts an annual, international competition to acknowledge the very best photojournalism in the world. Each year, an independent international jury, consisting of thirteen members, judges the entries in ten different categories, submitted by photojournalists, agencies, newspapers and magazines from all corners of the world. This year's competition attracted 5,508 photographers from 124 countries. In total 96,268 images were entered in the contest.

The annual exhibition is shown this year at about 100 venues all over the world. This year's exhibition contains 196 photographs. It is an annual public showcase for photojournalism comprising the year's winning photo, together with award-winning images from each of the ten contest categories. The high quality of photojournalism involved is considered to set a standard in the field.

Another FotoFreo 2010 highlight is the **Oculi Retrospective**, an exhibition of large weather proof images that will hang in the **Perth Cultural Centre** for the first time. Urban renewal agency EPRA is supporting the Oculi Retrospective as part of its revitalisation of the Perth Cultural Centre, which is transforming the area into a lively, safe place for the community to share and enjoy.

Oculi, formed 10 years ago and now numbering 10 young photographers, is a highly regarded photo agency based in Sydney committed to documentary-storytelling to reveal the lives, stories, beauty, wonder and struggle of everyday life in contemporary Australia. There is a strong social agenda inherent in the work and many of the projects are initiated by the photographers and undertaken at their own cost. This exhibition looks at some of the more striking images produced from the agency over its history and will be accompanied by a book launch and a projection at the WA Museum on the evening of Thursday the 25th of March.

In synergy with World Press Photo, FotoFreo 2010 will also show the **Nikon-Walkley Awards** - the very best of images from Australian photojournalists at the **WA Museum** in the Perth Cultural Centre.

FotoFreo 2010 will take place from 20 March to 18 April 2010.

World Press Photo receives support from the Dutch Postcode Lottery and is sponsored worldwide by Canon and TNT.

Editors please note:

A selection of the winning images is available online on the World Press Photo press download area (www.worldpressphoto.org/downloads). To access this online download area you are required to register for an account.

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