

# Press Release

## Into The Lens



For Immediate Release

Stafford based Wildlife Photographer of the Year semi-finalist (2010) & equine photographer Simon Palmer is releasing a new selection of prints at the Royal Festival of the Horse. In celebration of this, he will be running a prize draw over the period of the show with a selection of prizes. The top prize will be a personal professional photography shoot for one horse owner and their horse. The lucky winner will have Simon travel to their yard and spend an hour with them and their horse taking their dream photographs. They will then be able to choose from the selection of images and have them professionally printed as part of their prize. This prize will also contain one of Simon's "Signature Style" Prints. Runners up prizes (four) will be a signed A4 Mounted print chosen by the other winners of any of Simon's currently available images of the equine or wildlife world.

Simon Palmer says "I spend so much of my time speaking with horse owners who would love to have 'that picture' of their horse that shows the character and beauty of their companions. When I go out to take pictures of these graceful animals, I see more than just a horse. I see the personality and power they have, but above all I see their honesty. I hope my pictures reflect this philosophy, and the opportunity to give someone the chance to have some images they will keep forever, for free, is just too good to miss! One of the reasons I run the Equine Photography Clinics is to help horse owners achieve those special shots whenever they are around their horse."

Visitors to stand 66 at the show can expect to be regaled with stories relating to the pictures on display as well as get hints and tips on photography while shopping.

**\*\*Release Ends\*\***

### **Notes**

1. For all press enquiries please contact Simon Palmer - [photo@into-the-lens.com](mailto:photo@into-the-lens.com)
2. Simon Palmer's website is <http://www.into-the-lens.com>
3. Simon Palmer has been "Photographer and cameraman in residence" on tour with Monty Roberts™ and Kelly Marks for the last six years capturing the work of these two leading equine clinicians for use on TV and online.
4. Simon Palmer turned professional in 2009 after spending 25 years in IT dealing with human communication through technology. He received the Dell Torch award for driving educational learning in technology and frequently appeared as a guest speaker at conferences in this field.

Simon Palmer Equine and Wildlife Photographer

5. Simon Palmer also runs Equine Photography Clinics to teach horse owners how to take better photographs of their own horses, which has earned him the nickname “The Jamie Oliver of Equine & Wildlife Photography”.
6. Simon Palmer supports the Wildlife Heritage Foundation by donating profits from the Big Cat prints to this worthwhile cause that ensures the survival of rare breeds such as the Amur Leopard.
7. Terms and conditions of the prize available on request.

Sample Images available for inclusion at request:



Colts



Energy 2 - Limited Edition



Friends III



Cats Eyes - Limited Edition