



Press Release

Vanishing Worlds exhibition

in association with Nikon UK

7th October 2009 Wales for immediate release

Multi award winning professional wildlife photographer and conservationist Andy Rouse has just announced his first major London exhibition. It will open on Monday the 19th October at the National Geographic store on Regent Street and will run until the 26th October.

Andy Rouse, wildlife photographer, comments: “The Vanishing Worlds exhibition reflects the significance of the wilderness in the plight to protect endangered species around the world - the key to preventing animals from extinction is protecting the habitats they live in. The exhibition comprises 40 personally selected images, all of which have been taken during the past 18 months with my Nikon D3 and D3x digital slr cameras. The images portray either threatened animals in their habitats or images of the habits themselves and show a wide diversity of photographic styles. My goal is to encourage and inspire photographers to get out and visually experience and record the wonder of wildlife for themselves. Ultimately, I hope that my work encourages everyone to care more about the world that we live in as we only have one Planet Earth. I am proud to be exhibiting in such a prestigious venue in association with Nikon UK.”





Nikon UK has teamed up with National Geographic in a partnership that aims to inspire wildlife and photography enthusiasts, using a broad range of media platforms.

The activity is aimed at inspiring enthusiast photographers to get out and about with their cameras. The channel sponsorship of National Geographic and National Geographic Wild & HD takes shape as a series of programme idents and three short vignettes, featuring renowned wildlife photographer, Andy Rouse. With his impressive experience and expert eye, Andy is sure to inspire viewers of all photographic levels to get out and take great pictures.

Jeremy Gilbert, Group Marketing Manager, Nikon UK: “It was a natural choice for us to work with National Geographic on a television campaign as there is a clear synergy between brands and distinct crossover of messages. The partnership allows us to reaffirm our commitment to celebrating the beauty of the natural world through a visual medium.”

- Release Ends -

Notes

- 1) For all press enquiries please contact Jenny Grace at Nikon - Jenny.grace@nikon.co.uk
- 2) Prints from the exhibition will be available from www.andyrouse.co.uk
- 3) The store is open Mon-Sat 10am- 8pm, Thursday 10am - 9pm and Sunday 12 noon - 6pm
- 4) Check the BLOG for updates on the exhibition and insider photos as the week progresses.
- 5) Andy Rouse turned professional in July 1999 after a successful career as an IT consultant. Since then he has appeared in his own TV series Wildlife Photographer, made numerous other appearances on TV, won 7 BBC Awards in 5 years, 3 Nature’s Best awards and 3 European Wildlife Photographer of the Year awards. His iconic images continue to sell worldwide and he has lectured far and wide to thousands of photographers and naturalists. As a serious conservationist Rouse has started his own conservation fund in partnership with Paramo Directional Clothing Systems that makes donations from their own profits. In partnership with the UN he has recently released the *Generations* limited edition print where 100% of the proceeds goes to gorilla conservation. In 2009 he has a 10th anniversary show tour visiting many venues around the UK.