

New global photography prize for young refugees and communities facing food insecurity

- A collaboration between the World Food Programme and Pink Lady® Food Photographer of the Year

“We are absolutely delighted to announce the first-ever WFP [World Food Programme] Storytellers Innovation Award,” says Caroline Kenyon, Founder/Director of Pink Lady® Food Photographer of the Year, the world’s leading awards for food photography and film.

“WFP Storytellers is a remarkable project, teaching young refugees, from 17 to 25, in camps in Jordan, Chad, Uganda and beyond, how to be powerful storytellers and communicators. We have a long-standing relationship with the World Food Programme and it was the most natural thing to create a special award to celebrate the work of these young people who have been through so much. We are so looking forward to seeing their images.”

Gioacchino Gargano, Rome-based Coordinator of WFP Storytellers explains, “WFP assists 91 million people around the world who are struggling to feed themselves on a daily basis. They have a unique relationship with WFP, built on the provision of food, and they are our most valuable endorsers. If we can harness their voices and stories about the positive impact and outcomes of our food assistance, we can prove that a brighter future does begin with food.

“Even in desperate times, people caught up in humanitarian emergencies want to remain connected with the outside world. Thanks to digital technology, they have a way to express themselves and make their views heard. This presents WFP with a huge opportunity. The women, girls, men, and boys whom WFP helps every day are our key constituency, our strongest advocates.”

The Award will be judged by Rein Skullerud, Head of the Photo Unit, World Food Programme, Rome; Alison Morley, Chair of Photojournalism, International Center for Photography, NYC and Head of Photography at The Guardian, Fiona Shields. The winners will be announced at the Mall Galleries, London in April 2019.

Pink Lady® Food Photographer of the Year was founded in 2011 and has thousands of entries from over 60 countries each year. Chair of the Judges is David Loftus, whose panel this year includes America’s greatest chef Alice Waters, Vitalie Taittinger and His Excellency Ali Bin Thalith, Secretary General, HIPA.

For more information, please contact: Cat Shaw cat@thefoodawardscompany.co.uk 07866 689932

www.pinkladyfoodphotographeroftheyear.com @foodphotoaward

Editors' Notes:

Headline sponsor Pink Lady® apples - when it comes to snacking, you can't get better than a Pink Lady® apple. Brilliantly sweet and delicious to eat, a Pink Lady® apple is guaranteed to get your taste buds dancing. Each Pink Lady® apple spends 200 days in the sunshine before being picked by hand. It's this extra time on the tree that helps Pink Lady® apples to develop their unique personality, distinctive blush, sweet flavour and crisp texture. Pink Lady® apples are also packed with goodness – they are a natural source of energy and a single apple supplies a quarter of your day's vitamin C.

Inspired by the popularity of food photography and its sponsorship of the Pink Lady® Food Photographer of the Year, in 2017 Pink Lady® launched an Instagram competition for budding food photographers and anyone who loves to share images of their foody experiences. For more information visit www.pinkladyapples.co.uk

Champagne Taittinger - is delighted to be the celebratory toast for Pink Lady® Food Photographer of the Year 2019 and also sponsor of the Food for Celebration category. Taittinger is one of the few major Champagne Houses to be owned and actively managed by the family named on the label. www.taittinger.com

Errazuriz Wine Photographer of the Year is sponsored by Errazuriz - the premier family wine estate of Chile. Don Maximiano Errázuriz founded Viña Errázuriz in 1870 in the Valle de Aconcagua, 100km north of Santiago. www.errazuriz.com

The Fujifilm Award for Innovation - with over 80 years in the industry, Fujifilm is one of most highly regarded camera brands in the world. With our award-winning range of cameras suited to Pros and enthusiasts alike, they combine traditional styling with cutting edge innovative technology. All X series cameras are designed with the photographer in mind to "make you fall in love with photography all over again. <http://www.fujifilm-x.com>

InterContinental sponsor the Food at the Table category - Situated at one of the capital's most prestigious addresses, InterContinental London Park Lane presents modern luxury accommodation in the heart of Mayfair. www.parklane.intercontinental.com

One Vision Imaging Limited sponsors the Cream of the Crop category - the UK's leading professional photographic laboratory. For well over forty years they have been providing the highest standards of photographic services to professional photographers. www.onevisionimaging.com

Production Paradise - the world's largest online photographers' directory www.productionparadise.com , are sponsors of the **Previously Published** category for previously published work.

Winterbotham Darby Food Film Shorts supported by Foodism - is sponsored by Winterbotham Darby is a leading supplier of chilled foods to the UK retail and food manufacturing markets. Established in 1962 they have been at the forefront of categories like continental meats, chilled olives, antipasti and continental morning goods that have fundamentally changed the eating habits of the UK. www.winterbothamdarby.com

World Food Programme sponsors the Food for Life category - The World Food Programme is the food assistance arm of the United Nations and the world's largest humanitarian organization promoting food security and working towards the Global Goal of Zero Hunger.
www.wfp.org

The chosen partner charity is Action Against Hunger UK, a humanitarian organisation committed to saving the lives of malnourished children

Pink Lady® Food Photographer of the Year is owned by The Food Awards Company