

## **Zooming in on food relief**

The World Food Programme partners world's top food photography awards to raise awareness of its work

The World Food Programme, the world's largest humanitarian agency fighting hunger worldwide, has come together with the world's leading awards for food photography and film, Pink Lady® Food Photographer of the Year [www.pinkladyfoodphotographeroftheyear.com](http://www.pinkladyfoodphotographeroftheyear.com), to draw attention to its vital work across the globe. A prestigious new category, World Food Programme Food for Life, has been created specially for 2017.

"We are seeking images of the humanitarian aspect of food, anywhere in the world - food bringing people together, the healing and joy, people striving for normality in the most difficult circumstances," says Rein Skullerud, Head of the World Food Programme Photo Unit, and himself an eminent photographer often out in the field.

"As well as handing out food, receiving, storing food, wherever it is needed to alleviate hunger. Whether after an earthquake, during a famine, the ravages of war or simply the affliction of poverty, food is for life."

"We are hugely honoured that the World Food Programme has partnered the Awards," says Caroline Kenyon, Founder and Director of the Awards. "The saying 'a picture tells a thousand words' could have been invented for WFP. Outstanding imagery has long been a powerful weapon in its armoury in spreading awareness of its vital work."

The organization not only delivers food assistance in emergencies but also works with communities to improve nutrition and build resilience. Each year, WFP assists some 80 million people in 80 countries. WFP is governed by an Executive Board, which consists of representatives from 36 member states. It has more than 14,000 employees, of whom around 90 percent are based in the field. WFP's vision is a world in which every man, woman and child has access at all times to the food needed for an active and healthy life. Its aim is to achieve the Global Goal of reaching Zero Hunger by 2030.

Pink Lady® Food Photographer of the Year, now in its sixth year, has garnered 30,000 images and films since its inception in 2011. This year, the judges include Rein Skullerud, as well as legendary chef Gary Rhodes, David Loftus, photographer to Jamie Oliver, and Wajmah Yaqubi, Global Photo Director, BuzzFeed. The winning images will be shown in the world-renowned Mall Galleries, London next April.

For further information, interviews and high res images please contact:  
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