

# \*\*\*MEDIA RELEASE\*\*\*

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## **Vancouver Photographer Inspires International Summer Solstice Photo Shoot; Cameras Click Around the Globe on June 21<sup>st</sup> for Charity!**

*Local Compassionate Eye Foundation teams up with Getty Images for Philanthropic Efforts*

(Vancouver, BC) – Prominent Vancouver photographer Robert Kent plans on making the most of the longest day of the year on June 21, 2007 (16 hours and 12 minutes). Kent, founder of Compassionate Eye Foundation (CEF), has teamed up with Getty Images to raise funds for international aid on this year's Summer Solstice. From Vancouver to Capetown, photographers and their crews will be merging their talents and passion for humanitarian work to raise funds by donating the June 21st images. This innovative business model is unique as the first and only philanthropic model that generates funds through imagery licensing.

Kent, joined by twelve Vancouver photographers and fifty additional photographers from around the globe will donate the copyright of their work from Summer Solstice Shoot to the CEF collection, sold online at [gettyimages.com](http://gettyimages.com). Proceeds from their royalty percentage will sponsor current efforts in Guatemala and facilitate future projects. Getty Images is donating the majority of the licensing fees to CEF to support their charitable projects.

The Solstice Shoots will take place worldwide including: Vancouver, Toronto, Ottawa, Seattle, Los Angeles, New Mexico, Texas, New York, London, Buenos Aires, and Capetown in an international movement to help CEF with their mission. Getty Images art directors are collaborating with many of the photographers involved in the shoots.

Seattle-based Getty Images has supported Kent's project from its conception two years ago. The partnership between Kent and Getty Images was born from a mutual desire to help the global community. Currently there are nearly one hundred images available on [gettyimages.com](http://gettyimages.com) that generate revenue for CEF. Available online this fall, images from the 2007 shoot will significantly increase funds flowing to the organization.

"I wanted to create a structure for giving back," says Kent. "Getty Images is a global leader in visual content development and distribution. They have a strong infrastructure in place and constantly evolve to meet the needs of media, creative agencies and businesses in more than 100 countries. This is a ground breaking project; together, we are using the power of images to make a change in the world."

Collaborating with other non-profit organizations such as Alianza and Education without Borders, CEF selects projects that focus on children and women's issues, as well as health and education. To date, CEF has built an elementary school in Tuixoque, Guatemala and leads several successful projects, including a scholarship fund, pre-post natal classes and a women's health group. Future projects include expanding educational opportunities, basic health services and providing tools for economic development. The CEF is currently evaluating projects in South Africa, Tanzania and India.

### **About Compassionate Eye**

Compassionate Eye Foundation is an innovative non-profit organization based in Vancouver, British Columbia, Canada, that is comprised of photographers and creative professionals committed to giving back. The vision of the Foundation is to support, honor, and empower those in developing nations in order to expand educational opportunities, basic health services, and tools for economic development.

[www.compassionateeye.org](http://www.compassionateeye.org)

Please click [here](#) to view Compassionate Eye imagery currently online with Getty Images.

### **About Getty Images**

Getty Images is the world's leading creator and distributor of visual content and the first place creative professionals turn to discover, purchase and manage imagery. The company's award-winning photographers and imagery help customers create inspiring work which appears every day in the world's most influential newspapers, magazines, advertising campaigns, films, television programs, books and Web sites. Headquartered in Seattle, WA and serving customers in more than 100 countries, Getty Images believes in the power of imagery to drive positive change, educate, inform, and entertain. Visit Getty Images at: [www.gettyimages.com](http://www.gettyimages.com)

### **2007 Summer Solstice Shoot**

- 11:30 am – Compassionate Eye Foundation board members huddle at headquarters
- 3:00 pm – (1st location) Robert Kent is at Opus Hotel in Yaletown, Vancouver
- 5:00 pm – (2<sup>nd</sup> location) Robert Kent and his crew board speed boats at the Quayside Marina in Yaletown, Vancouver
- Twelve other photographers shooting around the city throughout the day (contact for exact locations)
- 7pm – Studio parking lot party starts for photographers, media and sponsors, come and enjoy BBQ, beer, wine and four DJ's spinning!
- 10 pm – Outdoor slideshow projects images from the day (from contributors around the world) on the side of the building
- 11 pm – CEF Summer Solstice Shoot 2007 wraps

Interviews available upon request and high resolution images available at:

[www.compassionateeye.org/mediaroom.html](http://www.compassionateeye.org/mediaroom.html)

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