



## Press Release

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### Digital Photographers from Four Countries Collaborate On Photo Book for Tsunami Charities

#### ***Digital Photography Internationale Partners with Lulu.com for Speedy Publishing Effort***

RALEIGH, N.C. (February 7, 2005) —Thirteen photographers from across the world watched images of the Indian Ocean tsunami with the same paralyzed horror as did the rest of us. Photographers are usually the recorders of images, not subjects of their power. But when the photographers who make up Digital Photography Internationale (<http://dpinternationale.com>)—an online guild of digital photographers from the U.S., Germany, Australia, and Norway—saw photographs of the terrible devastation in South Asia asked the same question that people everywhere asked themselves: “What can I do to help?” Their answer: use Lulu ([www.lulu.com](http://www.lulu.com)) to publish *Images to Brighten Our World*, a 110-page full-color book of stunning images, with all proceeds benefiting tsunami-related charities.

Photographer James Geddes of Seattle, Washington ([www.TakeYourBestShot.com](http://www.TakeYourBestShot.com)), co-edited the compilation with fellow photographer Trine Sirnes of Norway ([www.sirnesphotography.com](http://www.sirnesphotography.com)). “As an artist deeply touched by the recent tragedy, I was searching for a way to make a difference,” explains Geddes, who founded the online photographers’ guild Digital Photography Internationale (DPI). “I wanted to do something more to help than just put links to tsunami relief agencies on my web site.”

Geddes reached out to fellow digital photographers across the globe to donate their work for what would become, over the course of three weeks of online collaboration, *Images to Brighten Our World*, a full-color coffee table photography book available through the publish-on-demand technology of Lulu ([www.lulu.com](http://www.lulu.com)), a company founded by open source entrepreneur Bob Young.

Young took a special interest in the project. “It is the combination of instant communication and visual images our modern technology makes possible that has created bonds around the world,” writes Young in an introduction to the book. “We do not need to know what he is saying when we see a picture of a father holding an injured child. In an instant—in a moment faster than the fastest speed reader, or more clearly than the most sympathetic radio voice — we understand this could have been us.”

Although “*Images to Brighten Our World*” is manufactured using print on demand technology, Lulu and its partner, ColorCentric Corporation, have made it possible for \$25 of the book’s \$34.95 jacket price to go to three charities doing work in tsunami-affected countries: Save the Children, The Humane Society, and Sarvodaya in Sri Lanka. More information on the book is available at [www.takeyourbestshot.com](http://www.takeyourbestshot.com).

***About DPI:*** Founded in 2001 to promote digital photography as an art medium, members include: James Geddes (Seattle, Washington), Laryl Hancock (Yuma, Arizona), Thomas Kirchen (Oregon), Guy Biechele (Athol, Massachusetts), Greg Anzalone (Buffalo, New York), Noel Carboni, (Florida), Art Cole (Virginia), Brian Zimmerman (Chester, Virginia), James Johnston (Ohio), Steve Vit (Melbourne, Australia), Ilona Wellmann (Gummersbach, Germany), Trine Sirnes (Fredrikstad, Norway), Mike Hollingshead (Blair, Nebraska).

***About Lulu*** ([www.lulu.com](http://www.lulu.com)): Founded by Bob Young (co-founder and former chairman of Red Hat), Lulu provides independent publishers with free access to on-demand publishing tools for books, e-books, music, images and calendars. For more information, please contact [pr@lulu.com](mailto:pr@lulu.com).

***About Colorcentric*** ([www.colorcentriccorp.com](http://www.colorcentriccorp.com)): ColorCentric Corporation, a Xerox Premier Partner headquartered in Rochester, New York, combines decades of experience in printing with cutting-edge technology that is transforming the digital printing industry.