



For Immediate Release  
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**LUCIE AWARDS REACH 5<sup>th</sup> YEAR MILESTONE  
MOVE TO PRESTIGIOUS LINCOLN CENTER**  
**Photographers are honored on Monday, October 15, 2007, 6:00 p.m.**

**Presented by Pilsner Urquell**

The Lucie Awards, presented by Pilsner Urquell, celebrate their 5<sup>th</sup> Year Anniversary at Lincoln Center's famed Avery Fisher Hall, Monday, October 15, 2007 at 6:00 p.m. Honorees and top winners from the 2007 IPA competition will be recognized. The Lucie Awards (a non-profit, charitable foundation), produced by the International Photography Awards (IPA), salute the achievements of the world's finest photographers, discover emerging talent through the International Photography Awards and promote the appreciation of photography worldwide.

The **2007 honorees** are: Elliott Erwitt (Lifetime Achievement), Kenro Izu (Visionary Award), Ralph Gibson (Achievement in Fine Art), Eugene Richards (Achievement in Documentary), Philip Jones Griffiths (Achievement in Photojournalism), Lord Snowdon (Achievement in Portraiture), Deborah Turbeville (Achievement in Fashion), Howard Zieff (Achievement in Advertising) and Heinz Kluetmeier (Achievement in Sports). A fifty-five member panel picks the nominees; a smaller panel of judges selects the overall winners. **Past honorees** include: Gordon Parks, Henri Cartier-Bresson, Albert Watson, Melvin Sokolsky, Steve McCurry, Mary Ellen Mark, Sebastiao Selgado, Bert Stern, James Nachtwey, Douglas Kirkland, Sarah Moon, Harry Benson, David Bailey, Neil Leifer and Peter Lindbergh.

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In addition to celebrating the masters, the Lucies will also recognize those in the creative community who are integral in crafting an image in the following categories: Print Advertising Campaign of the Year, Fashion Layout of the Year, Photography Magazine of the Year, Book Publisher of the Year, Exhibition/Curator of the Year and Picture Editor of the Year. The IPA competition will announce its top winners from the 2007 competition.

The Lucie Awards official media partner is PDN and Photo Plus International. Additional support is provided by AtEDGE, BlackBook, Canon, Dr. Garber's Natural Solutions, Hasselblad, HP, Ilford, Kingston, Lensbabies, Photoflex, Splashlight, Wacom and Workbook.

Tickets for the Lucie Awards are available at <http://www.lincolncenter.org/>

#### **About the International Photography Awards**

The International Photography Awards' three fold mission is to salute the achievements of the world's finest photographers, to discover emerging talent and to promote the appreciation of photography. The photography communities from countries around the globe pay tribute to the year's most outstanding photographic achievements at the annual Lucie Awards ceremony. Presented by Pilsner Urquell, the Lucies recognize men and women whose life's work in photography merits the highest acclaim by their peers. The winners of IPA Photographer of the Year, the Discovery of the Year and Deeper Perspective Photographer of the Year are announced at the Lucies and are awarded cash prizes and statues. The Lucie Awards is a 501(c)3 non-profit charitable foundation.

#### **About Pilsner Urquell**

Pilsner Urquell is the first, clear golden brew, created in 1842. Pilsner Urquell means 'pilsner from the original source'. Pilsner Urquell is the flagship brand of SABMiller's international brand portfolio and is the company's contender in the premium status segment of the market and states its global vision as being 'To be the most rewarding beer choice amongst discerning premium status beer consumers'.

The brand has made it its mission to support and promote photography as a contemporary art form that inspires people around the world and took on title sponsorship of the International Photography Awards and Lucie Awards in 2005.

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