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Edinburgh Youngster Wins Top Prize at Rotary Young Photographer of the Year Competition

A photograph of a rose in a discarded Costa Coffee cup won top prize at an awards ceremony in Stirling City Chambers on Wednesday 16th June. The photograph was taken by seventeen year old Julia Dransfield from Portobello, Edinburgh, who not only won first place in her age category but also won the overall top prize.

The Young Photographer of the Year 2010 Competition, which was run by Rotary International in Scotland and supported by Keep Scotland Beautiful, offered youngsters who live within Scotland the opportunity to enter their photographs in one of three age group categories – under 12, 12-15 and 16-18. The theme for this years' competition was 'Are we Waste Aware', which allowed a broad interpretation of subject matter, and judges were looking for imagination and style, as well as technical merit, content and composition.

The judges felt that Julia's entry, titled 'Just add water to reuse and revive', had grasped the competition's theme extremely well and was a very vivid and impressive shot. For her efforts, Julia was presented with an engraved trophy and a certificate from Keep Scotland Beautiful, and also won a £25 voucher from Jessops and the top prize - taking part in professional photo-shoot with Maverick Photo Agency who are based in Edinburgh.

Julia said of her win, "I've been keen on photography for a good three years now but this is the first competition I have entered. I am absolutely honoured that my photo was chosen as the age 16-18 category and the overall winner as well! It's been such a great experience and i met some great people along the way! I'd like to thank Mr. Stephen Reid at Portobello High School for suggesting the idea of entering the competition to

Keep Scotland Beautiful is an operating name of Environmental Campaigns (Scotland).
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me, he was such a great support the whole way through the competition. I'd like to congratulate all the other entrants, they were all lovely people with some fantastic photos! I hope to go on to study photography and make a living out of it! Thanks again to everyone involved in the judging of the competition!"

Donna Niven, Programme Manager at Keep Scotland Beautiful said, "Keep Scotland Beautiful was delighted to support the Rotary Young Photographer 2010 Scotland Competition, and we were thrilled that the theme of 'Are we Waste Aware' was chosen for this years' competition.

"It is fantastic that so many keen and enthusiastic young people entered the competition, and we were really pleased that everyone had grasped the theme of 'Are we Waste Aware' so well. I'd like to say huge congratulations to Julia for her eye-catching photo and would also like to thank all the entrants, the sponsors and Rotary International, on behalf of the team at Keep Scotland Beautiful, for their interest in keeping Scotland tidy. I hope that the competition will inspire others to get snapping for 2011 and enthuse people to keep looking after the areas they live in."

District Governor of Rotary International in the South of Scotland, Alastair Davies said, "Yet again we have seen a superb standard of entries for Rotary's Young Photographer of the Year competition. The generous continued sponsorship of Keep Scotland Beautiful has been joined this year by support from Maverick Photo Agency in Edinburgh, The Scottish Photographic Federation and Jessops. We welcome them all as they enable Rotary to continue to showcase and develop the talents of young people throughout Scotland. These young people will hopefully go on to help Rotary in the future in our work with local communities and our global efforts in disaster relief, water, health, hunger and education projects."

Callum Bennets, one of the judges in the competition and who is also from Maverick Photo Agency, said, "When asked to get involved with the Rotary Young Photographer competition we were more than happy to come on board. We waited in anticipation to

see how the young photographers would interpret the theme and they didn't disappoint. I'd not be lying when I said the judges had a hard time selecting the overall winner; the competition was close but after much debate we made our final decision.

"Julia's winning image shows that she understood the brief and added her own artistic interpretation. It stood out not just in its composition, but captured the essence of the theme making the viewer sit up and think."

- Ends -

For further information and photo of Julia and / or her winning image, please contact Juliette Camburn on 01786 468 796 or e-mail juliette.camburn@ksbscotland.org.uk
To arrange an interview with Julia Dransfield, please contact Ken Hart of the Portobello Rotary Club at kenhart@dsl.pipex.com.

Notes for Editors

- Keep Scotland Beautiful (KSB) is an environmental charity which aims to protect, preserve and enhance the environment of town and country in Scotland for the benefit of the public. Keep Scotland Beautiful administers the People and Places, Keep Scotland Tidy, Blue Flag and Seaside Award, and the Eco-Schools environmental programmes along with the Sustainable Scotland Network, Climate Challenge Fund and Going Carbon Neutral Stirling campaigns. Keep Scotland Tidy is supported by the Scottish Government through its Zero Waste Scotland Programme. Further information can be found at www.keepsotlandbeautiful.org
- Rotary International is the world's first service club organisation. More than 1.2million members volunteer their time and talent to further the Rotary motto: Service Above Self. It aims to promote world peace, alleviate hunger, and reduce poverty and child mortality. Among the schemes that the Rotary run for young people are the Young Chef, Young Technologist, Young Musician, Youth Speaks, Young Golfer, Primary School Quiz and Challenge Enterprise programmes. To find out more visit <http://www.ribi.org/youth>
- Maverick Photo Agency (www.maverickphotoagency.com) provides high quality photography and video to a variety of clients ranging from national newspapers to corporate clients, PR agencies and NGO's. In 2009 alone the agency had over 30 front pages and more than 300 images published both in print and online for over 36 clients across regional, national and international media titles.
- The Scottish Photographic Federation is made up of 83 member Clubs, from Orkney in the North to Dumfries in the South. The objectives of the SPF are '*to promote co-operation between, and organise activities for the mutual benefit of Affiliated Societies as well as promoting the general advancement of photography*'. Run by a Committee, made up of individuals from the member clubs, the SPF organises and participates in a varied program of workshops and competitions at both National and International level.
- In the year that we celebrate our 75 birthday, Jessops are delighted to be part of the Rotary Young Photographer competition. Digital Photography enables a widescale use of photography in our working and family lives so the ability to produce and include photographs in an online or printed form is a career enhancing skill. Many congratulations to all the entrants for producing superb images. The Young Photographers who reached the final should be especially proud of their achievement.