



## **RED BULL ILLUME BRINGS BEST OF ACTION AND ADVENTURE SPORTS TO ATLANTA** ***First-of-Its-Kind International Photo Exhibition Visits Historic Olympic City March 5-16***

**ATLANTA (March 6, 2008)** - Last night at dusk, the first-ever international action and adventure sports photography competition - Red Bull Illume - made its East Coast debut in downtown Atlanta with an incredible outdoor exhibition offering illuminated sports imagery for public viewing in Centennial Olympic Park. A breathtaking spectacle of 25 eight-by-eight-foot glass and metal cubes with backlit photographs came to life last evening to create one of the most dramatic action and adventure sports photo compilations ever assembled. Awestruck spectators and special guests flocked to the park to be among the first to experience Red Bull Illume. The Red Bull Air Force made a special appearance by skydiving into the park, navigating between skyscrapers, to mark the official exhibit opening.

Red Bull Illume began as a quest to find the 50 best raw moments in action and adventure sports. Photography experts and esteemed photo editors from around the world served as contest judges and hand-selected 50 images from the 7,200 submissions received from photographers in over 90 countries worldwide. These astonishing images now comprise the Red Bull Illume Exhibit Tour, which honors the men and women behind the lens who have braved the planet's harshest terrain in order to capture athletic grit and triumph. The exhibit tour is proudly supported by premium camera gear manufacturer Lowepro .

From March 5-16, Atlanta residents and visitors alike can witness Red Bull Illume's extraordinary outdoor action and adventure sports photography exhibit every evening from dusk until 10 p.m. Red Bull Illume features the most remarkable collection of action and adventure sports photographs arranged gallery-style in the heart of downtown - surrounded by the sights and sounds of the city. During the day the mirrored cubes offer reflective urban views of a landmark of sports history - Centennial Olympic Park.

"Atlanta was chosen because of the rich Olympic history here," said Red Bull Illume Project Manager Wil Tidman. "The Olympics took place in Atlanta, and there's obviously a history of phenomenal feats of athleticism. We wanted to bring something to this community that was new and unique, and to showcase different types of sports. And the Red Bull Illume exhibit shows it all."

The judging panel was made up of tough critics - photo editors and photo journalists from photography, action sports and lifestyle magazines from around the world. These judges reviewed the thousands of entries to select the winning images - including five finalist images in 10 image categories - with an eye toward celebrating and honoring the men and women behind the lens who braved the planet's harshest terrain in order to capture athletic grit and triumph.

Illume winning photographer Jimmy Wilson explained that Red Bull Illume offers him and his colleagues the unique opportunity to have the spotlight put on them.

"For me, and for all photographers shooting action and adventure sports, there really hasn't been anything like Illume," he said. "I am honored to be among the talented photographers selected for the exhibit tour. It gives me validation for what I do."

Red Bull Illume spotlights the top international photographers who have triumphed in the eyes of experts for their art, spirit, grit and edgy perfection, and the exhibition is a tribute to their creativity and raw skill. The top 10 category winners include:

### **Categories**

**Lifestyle**

**Sequence**

**Close-Up**

**Energy**

**Spirit**

### **Category Winners**

Desré Pickers - South Africa

David Blazek - Czech Republic

Dawn Kish - Flagstaff, Ariz.

Thomas Stöckli - Switzerland

Brian Biemann - Haleiwa, Hawaii

<b>Playground</b>	Wojtek Antonow - Poland
<b>Wings</b>	Fred Mortagne - France
<b>New Creativity</b>	Jimmy Wilson - Melbourne Beach, Fla.
<b>Experimental</b>	Tim McKenna - Australia
<b>Illumination</b>	Gian Paul Lozza - Switzerland

Atlanta visitors will also get the chance to honor their favorite Red Bull Illume images by voting for the People's Choice Award. The voting began at the first Red Bull Illume tour stop in Aspen in Winter 2007, and it has continued throughout the tour. Fans are encouraged to cast a vote for their favorite action and adventure sports image at the voting kiosks at the exhibition, online at [www.redbullillume.com](http://www.redbullillume.com), or by text message.

Following the exhibition in Atlanta, the Illume exhibit will travel to more select cities in the United States before heading overseas in 2009. The Illume exhibit is open and free to the public. For further details on Red Bull Illume and for updates on the worldwide tour, please visit [www.redbullillume.com](http://www.redbullillume.com). For information on Lowepro, the official gear sponsor of the Red Bull Illume Exhibit Tour and worldwide leading provider of protective cases and backpacks for imaging and technology products, visit [www.lowepro.com](http://www.lowepro.com).

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