

## **About The AMPC**

The Appalachian Mountain Photography Competition is a partnership between Outdoor Programs and the Turchin Center for the Visual Arts at Appalachian State University and the Blue Ridge Parkway Foundation. AMPC is made possible through the sponsorship of Virtual Blue Ridge, the premier online resource for the Blue Ridge Parkway. Mast General Store is sponsoring 5 categories for this year's competition and will be providing over \$1,000 in prizes for those category winners. Support for the AMPC is provided by Appalachian Voices, Bistro Roca, Footsloggers Outdoor and Travel Outfitters, Peabody's Merchants of Fine Beer and Wine, and Stick Boy Bread Company.

## **What AMPC Supports**

The proceeds from the annual Appalachian Mountain Photography Competition are used to support students who wish to experience Outdoor Programs' Student Outdoor Learning Expeditions (SOLE) at Appalachian State University. SOLE trips are 21-55 day active educational adventures of discovery. Outdoor Programs partners with academic departments across campus and the Office of International Programs to provide students with unique and intense international and domestic adventure travel opportunities that offer life changing experiences. Students participating in SOLE trips spend extended time exploring rugged and remote destinations including New Zealand, Alaska, Fiji and Wales. The ongoing support through this competition enables more students with more access to these amazing journeys.

## **The Judging Process**

All images submitted in accordance with competition guidelines will be eligible for preliminary judging. This first round of review will result in the selection of approximately forty-six images that will be exhibited at the Turchin Center for the Visual Arts at Appalachian State University February 3 through June 2, 2012. Once the exhibition is installed our panel of judges will return to name one image as Best in Show and to select a winning image from each of the other competition categories. Our judges may also choose to acknowledge strong works in each of the categories by recognizing them with a Special Mention award.

Beginning with a public reception on February 3, 2012 at the Turchin Center for the Visual Arts, the public will be invited to view (in the gallery or online) the images selected for exhibition and vote for their favorites as part of the Footsloggers People's Choice Award. Voting for the People's Choice Award will close on Friday, March 30, 2012 at 5:00 pm.

Winning and Special Mention images will be announced at the 2012 Banff Film Festival and in the weeks following through the AMPC web portal, various media outlets and with labeled designation at the Turchin Center.

## **Judges Panel**

Each year AMPC organizers select a panel of professional photographers to review all submissions and select those images that will be accepted into exhibition. Our judges' photographic backgrounds vary considerably from fine art to photojournalism. Judges serve in a voluntary capacity and are not compensated for their time. Look for an announcement in early 2012 about the judges selected for this year's competition.

## **AMPC Awards**

All photographers whose works are selected for exhibition in the 9th Annual Appalachian Mountain Photography Competition will be invited to a private Photographers Reception at the Turchin Center hosted by Bistro Roca Inventive American Cuisine, Peabody's Merchants of Fine Beer and Wine, and Stick Boy Bread Company. In addition, each photographer selected for exhibition will be provided with two complimentary tickets to the March 31, 2012 screening of the Banff Mountain Film Festival in Boone, NC. All images selected as finalists for the AMPC will also be displayed at the Banff Film Festival in Farthing Auditorium on Saturday March 31, 2012.

Approximately 46 images will be selected for exhibition and awards will be given in 8 separate categories. A single image will be chosen as "Best in Show" and winning images will be selected from each of the seven categories. The public will have the opportunity to view all images selected for exhibition online beginning February 3, 2012 and vote for their pick for the Footsloggers People's Choice Award.

### **Best In Show (Grand Prize):**

\$1,000 furnished through proceeds and sponsor contributions

### **People's Choice Award:**

\$350 cash award furnished by Footsloggers Outdoor and Travel Outfitters

### **Blue Ridge Parkway - A Ribbon of Road:**

\$500 cash award provided by the Blue Ridge Parkway Foundation

### **Our Ecological Footprint:**

\$450 award (\$200 cash award provided by Appalachian Voices and \$250 prize package from the Mast General Store.

### **Primary Category Winners:**

Winners of the 4 primary categories (Adventure, Culture, Flora/Fauna, and Landscape) will receive Mast General Store Prize Packages valued at \$250