



MEDIA RELEASE

Official Photographer of Sydney Children's Hospital announces the 'Our Family' Limited Edition book project sponsored by Nikon Australia & Epson Australia

A unique fundraising initiative aimed to raise \$50,000 for Sydney Children's Hospital

Sydney, February 10, 2010 - In response to the ongoing need for donations from the community & business' alike in order to ensure Sydney Children's Hospital continues to provide world-class care to its young patients, **Israel Smith Photographers** today announced that it aims to raise \$50,000 through the 'Our Family' Limited Edition book project.

The decision will see Israel Smith, Creative Director of **Israel Smith Photographers** & the Official Photographer of Sydney Children's Hospital (on a voluntary capacity) invite members of the public to have their family photographed & captured in time within the pages, of what the photographer aims to become, an annual limited edition book. "We are publishing a book of beautiful family photographs and heart-felt words about family. Together with the Sydney public we can help to achieve remarkable outcomes for this and future generations of seriously ill children" says Smith.

This unique fundraising initiative follows on from Smith's striking 2009 documentary images of hospital life at Sydney Children's Hospital, which were published as a book 'A Day In The Life' & which are currently on exhibit at Sydney Children's Hospital until mid March, 2010. The images saw Israel awarded 2009 AIPP Australian Runner-Up Documentary Photographer of the Year.

"We have entered into this project as from little things, big things grow. 'Our Family' provides a fantastic opportunity for people to have their family professionally photographed as well as show their support for Sydney Children's Hospital. The project is open to all families – those who have used the hospital's facilities, or those who simply wish to do their bit to help. It's about sharing people's ideas about the importance of family." said Belinda Smith, Customer Service Angel for **Israel Smith Photographers**.

Alongside the images of each family (full page or 1/3 page) will feature answers to the question "What does family mean to you?" making this book a personal and emotive collector's item. "My own & my team's time, is fully donated, as is all studio time & photographer costs" explains Israel. "What we ask of the public is a registration fee of \$125 for a full page inclusion or \$50 for a third page inclusion. Our aim is to photograph 250 families of varying description. 100% of registration fees, and proceeds from the sale of the book will be donated to Sydney Children's Hospital"

Also announced today is the signing of two corporate sponsors to the project, Nikon Australia & Epson Australia who will both contribute a combination of cash & goods to assist **Israel Smith Photographers** achieve their goals for Sydney Children's Hospital. Israel says; "The support of two such exemplary companies from within the digital

imaging industry of which I am a part of, only helps to cement my belief that from a small idea, amazing things can eventuate. I am extremely grateful, as is Sydney Children's Hospital, for both Nikon & Epson's involvement."

People can register their involvement with Israel Smith Photographers from today. Photo sessions will be conducted across the months of March, April & May with the final limited edition book planned to be published & made available for purchase in September 2010. The 'Our Family' Limited Edition book project will be officially announced on Thursday February 11, 1010 at Sydney Children's Hospital.



About Israel Smith Photographers

The **Israel Smith Photographers** team is comprised of romantics, artists, and people with great big ideas & everyone in the team loves love. They have been sharing weddings with couples and portraits with families for years, and know how to create exciting, enjoyable and relaxed photography experiences. With a photographic grounding in art and street photography, the **Israel Smith Photographers** team brings aspects of both disciplines to each beautiful wedding and portrait image they create. The Company may be accessed at: <http://www.israelsmith.com>

About the 'Our Family' Limited Edition book

The 'Our Family' Limited Edition Book will be a superbly printed & bound publication of family portraits and stories. The books will be individually numbered and the print run is strictly limited to ensure each book is a collector's item. The book will be published once all 250 places have been filled. Consumers can pre-book a copy when they register for 'Our Family' & if they do so will receive the book for \$155. Books not pre-ordered will cost \$195 for a single purchase, \$300 for 2 copies, or \$400 for 3 copies. All pre-ordered copies of the book will also be personally signed by Israel Smith as the Creative Director and principal photographer of **Israel Smith Photographers**. More information regarding the Our Family book project may at be accessed at: <http://www.israelsmith.com/our-family/>

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