

## Call for Participation--Introducing the Humanity Photo Awards 2011

Dear Sir/Madam,

Organized by the China Folklore Photographic Association (CFPA) and the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Humanity Photo Awards (HPA) 2011 was formally launched on September 16, 2010.

We are much honored to invite you, the members of your organization, and your friends who love folklore cultures to participate in HPA 2011 Contest. On the occasion of International Year for the rapprochement of Cultures, with more attention from photographers, cultural organizations, and countries, etc. we believe that the HPA 2011 will be a photographic gala and bring us more photographs showcasing multi culture.

We adopt online registration and submission. We sincerely hope that through this convenient, efficient, and interactive way, more and more friends can participate in HPA2011.

For the details of the HPA 2011 contest, please view the link below:

<http://hpa2011.worldfpa.org>

We cordially invite you, our extraordinary photographers from every corner of the world, to join in the HPA2011. Your energetic participation will be of great importance for HPA and world culture protection.

Kind regards,

SHEN Che

Chairman of CFPA & Founder of HPA

### About Humanity Photo Awards (HPA)

**HPA**, launched in 1998 by CFPA, is a biennial photography contest which calls upon worldwide photographers, professional or amateur, to record the world's folklore cultures, spread and share the diverse cultures among mankind. So far, HPA has been greatly supported by the UNESCO, with whose logo awarded since the year 2000. In 2005, selected photos of the first four HPA were exhibited in the headquarters of the UNESCO in Paris after being exhibited in Japan's Aichi Expo. The exhibition was the opening of the celebration activities for UNESCO's 60th Anniversary. Mr. Koichiro Matsuura, Director-General of UNESCO, and Mr. Shen Che, Founder of HPA together invited the photographers in Europe to visit the exhibition in Paris, which once again gathered photographers with a common dream of preserving folklore cultures. Over the past ten years, the HPA contest has collected more than 100,000 photographs about the folklore cultures of 118 countries, which were taken by nearly 8,000 photographers from 94 countries around the world. The unprecedented achievements of HPA make us confident in preserving a splendid enormous gallery of folklore images for mankind.

Humanity Photo Awards (HPA)

China Folklore Photographic Association

Add: Suite 315, North Bldg, No.1 Liupukang St. Xicheng District, Beijing, P.R.China, 100120

Tel: +86 10 6225 2175

Fax: +86 10 6225 2175

E-mail: [hpa@worldfpa.org](mailto:hpa@worldfpa.org)

<http://hpa2011.worldfpa.org>