



Images for Conservation Fund (ICF) Borderlands Laredo, Texas to Win Cash in Nature Photo Contest

Landowners will be Matched with Renowned Nature Photographers

2010 Borderlands Laredo, Texas landowners are invited to apply now for participation in the world's premier Pro-Tour of Nature Photography, to be held in April 2010. This championship event will team 20 renowned nature photographers from North America and Europe with 20 landowners to compete for a share of up to \$180,000 in cash. The application deadline is October 31, 2009.

“This event promotes the Borderlands Region of Laredo, Texas as a major destination for nature photographers everywhere,” says John F. Martin, Chairman and founder of the Images for Conservation Fund (ICF). “We created ICF and the Pro-Tour to establish nature photo tourism as a significant new revenue stream for private landowners. As nature photographers pay landowners for use of their land, this industry will help landowners, rural areas and wildlife – this is conservation through positive economics.”

“The Pro-Tour is a great way for private landowners to learn about nature photography and its important potential for ranch income diversification,” says Katharine Armstrong, a south Texas landowner, ICF Board member, and former Chair of the Texas Parks & Wildlife Commission.

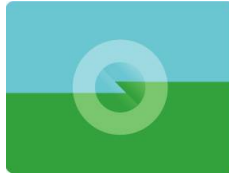
The Pro-Tour of Nature Photography seeks landowners with a minimum of 1,000 acres of wildlife habitat partially or wholly in any of the following 8 counties: Webb, Zapata, Duval, Jim Hogg, McMullen, La Salle, Dimmit and Maverick.

Landowners and photographers will be randomly matched into teams. Each team will submit a 75-image portfolio, and each landowner will receive a copy of their team's portfolio. Award-winning portfolios and images will win cash awards to be shared by the teammates. A collection of outstanding images will be featured in commemorative coffee-table books and a traveling exhibit for museums and major sponsors.

“There are approximately 30 million Americans who photograph wildlife every year. Through the Pro-Tour of Photography, ICF intends to help create a booming industry where private landowners lease top-quality wildlife photo settings on their land,” says Martin. “Significant income from wildlife is one of the major ways to maintained family land holdings, which in turn prevents habitat loss.”

The Pro-Tour of Nature Photography offers sponsorship opportunities for corporations, foundations and individuals. For applications and information, call John F. Martin at (956) 381-1264 or visit www.imagesforconservation.org

ACT NOW!



The Pro-Tour of Nature Photography 2010 Landowner Application

The Images for Conservation Fund (ICF) invites you to apply to be a participating landowner in the Pro-Tour of Nature Photography. This application is a no-obligation indication of interest. It must be received or postmarked no later than October 31, 2009. From the field of applicants, only 20 landowners will be selected to participate. Please read Official Pro-Tour Rules (available online).

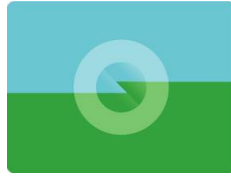
If selected, you will have the opportunity to:

- Compete for a share of up to \$180,000 in cash awards
- Team with one of the world's truly great nature photographers
- Receive a top-quality photographic portfolio of the wildlife on your ranch
- Take a leading role in the growing nature photo tourism industry
- Become a pioneering force for wildlife conservation on private land

Landowners may apply if their Ranch:

- Features outstanding biodiversity
- Contains 1,000 or more contiguous acres of wildlife habitat
- Has accommodations on the ranch for one photographer and one assistant, March 28 – April 30, 2010
- Is located completely or partially in any of the following Texas counties: Webb, Zapata, Jim Hogg, Duval, McMullen, La Salle, Dimmit or Maverick.

Name
Name of Ranch
Address
City/State/Zip
Phone
Mobile Phone
Fax
E-mail
Approximate Acreage (Min. 1,000 Contiguous Acres):
Location (County or Counties):



Mail or Fax this form to ICF
Images for Conservation Fund
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Timeline of Events

October 31, 2009	Landowner Applications Due
December 1, 2009	Landowner Participants Announced
March 27, 2010	Symposium, Trade Show, & Matching Event
April 1-30, 2010	Pro-Tour Competition
June 2010	Awards Ceremony
October 2010	Book Dedication

Pro-Tour Awards

Team Placement Based on points	Team Cash Assuming \$180,000
William Henry Jackson Award	\$40,000
2 nd Grand Prize	\$25,000
3 rd Grand Prize	\$14,000
4	\$12,500
5	\$11,500
6	\$7,500
7	\$6,500
8	\$4,000
9	\$2,000
10	\$2,000
Total	\$125,000
110 Images at \$500 each	\$ 55,000
Total	\$180,000

