



Love where you Live

Photographic competition and exhibition
£10,000 prizes

A national competition with prizes for every region
... for people who care about the environment

Did you know? You are growing fruit trees in Malawi - just by recycling aluminium drinks cans, aerosols and foil

Take a fresh look at your local environment - what is it that makes you love where you live ?



Can you take a photograph which will communicate to exhibition visitors the essential natural characteristics of your area, and the importance of looking after it - particularly as we face up to climate change ?

If so you are in line to win £3,750 as our national winner, or one of the other prizes in the £10,000 prize pot.

Your pictures can show good things or bad, be beautiful, funny or shocking. The important thing is that you communicate your vision of caring for the natural world, and the impact of human behaviour on the health of the planet.

Subject categories

Photographs will be judged in two subject categories:

- **local landscape and wildlife**
- **people having an impact on where we live**

Each entry should have a short caption (no more than 20 words) which describes what the image means to you, and you may enter up to two images for each subject category. Pictures will be judged on artistic merit and the power of the image to communicate to the viewer.

The best images will be displayed at an **exhibition at the Birmingham Botanical Gardens** in April 2010, when judging will take place, and prizes awarded.

What sort of pictures ?

We are looking for beautifully observed, well composed pictures which are more than just a snapshot. Remember that a good picture is worth 1,000 words ...

You can interpret the categories as imaginatively as you like. For example the **landscape and wildlife** category could be *townscape with weeds* if you wish.

And **people having an impact on where we live** could be people picking up litter, clearing paths and rivers, or learning how to lay hedges and build dry stone walls. Or recycling: one of the easiest ways to have an impact on the environment is recycling aluminium drinks cans, aerosols and foil, which is 20 times more energy and carbon efficient than making them from virgin metal.

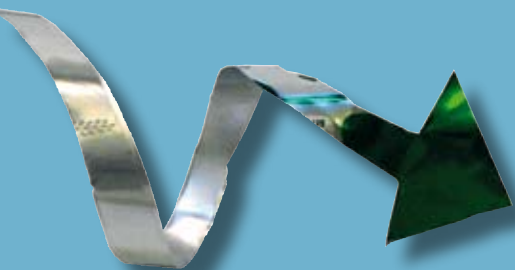


Prizes

The competition is all about **loving the place where you live** so we have prizes for entries from Scotland, Wales, Northern Ireland and three English regions: North, Central and South.

The five best pictures in each of the two categories, in each of the six areas, will be displayed at the Birmingham Botanical Gardens exhibition in April 2010, and judged by our panel of experts.

Best picture in each of the six areas <i>(Scotland, Wales, Northern Ireland plus North, Central and South of England)</i>	£750 each
Best overall picture of local landscape and wildlife	£1,000
Best overall picture of people having an impact on our environment	£1,000
Overall best picture	£2,000
making a top prize total of £3,750	
and a second prize total of £1,750	
Special prize for the best under-18 entry	£500
Schools competition prizes (see special leaflet)	£1,000



How to enter

Amateur photographers may enter pictures as digital jpegs uploaded to our website:

www.lovewhereyoulive.org.uk

or sent as prints by post to the Alupro address in the Terms and Conditions

Checklist of what to include with each entry (maximum 2 per person, per subject category)

- ✓ Name, address, telephone number, email address
- ✓ Plus your age if under 18, to be eligible for the special prize
- ✓ Name of the subject category entered
- ✓ Caption for the picture (no more than 20 words) with note of where the picture was taken
- ✓ Declaration that you have read the full Terms and Conditions

Love where you live

The global perspective

Loving our own small corner of the world is part of taking responsibility for the whole planet's health as we face up to climate change.

Aluminium is a globally traded commodity, with 75% of all the aluminium ever made still in use - because it can be recycled over and over again in a process that is 20 times more energy and carbon efficient than making the metal from bauxite.

We are showing our commitment to the global environment not just in developing improved production technologies and practices, but in encouraging recycling through a substantial tree planting programme, which has led to more than 250,000 trees being planted in the UK and Africa since 2004. The more everyone recycles, the more trees will be planted: a tree for every tonne.

Our fruit tree growing project in Malawi is the most ambitious yet, since the fruit trees not only tackle de-forestation, but also improve local nutrition and provide the basis for new skills to be taught. As cropping levels improve, the plan is for small businesses to be developed which will dry and sell the fruits grown co-operatively by local people.

This is sustainable development at its most practical - aiming to lift people from subsistence agriculture to self-determining economic activity, while protecting the environment. Our charity partner in Malawi is Ripple Africa. Find out more at www.alupro.org.uk or www.rippleafrica.org

Alupro is a not for profit organisation funded by leading aluminium packaging producers and recyclers in order to boost recycling rates.

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Terms and Conditions

1. By entering the competition, the entrant verifies that he/she has read these Terms and Conditions and agrees to abide by them.
2. The competition is open to amateur photographers only. Closing date is February 28, 2010.
3. Photographs will be judged on artistic merit and the impact of the message communicated. All entries must clearly state the category entered and where the picture was taken, and be accompanied by up to 20 words of caption material, explaining the image's meaning to you. Entries must also include your name, address, email address and personal telephone number for use only if the entry is shortlisted.
4. Digital pictures should be submitted as jpegs to the website: www.lovewhereyoulive.org.uk. Photographic prints minimum size 7 x 5in should be submitted by post to: Photo competition, Alupro, 1 Brockhill Court, Brockhill Lane, Redditch B97 6RB. Please note that pictures submitted by post will not be returned. All pictures should be capable of providing good quality prints for exhibition, size A3.
5. Amateur photographers may submit up to two images in each category:
local landscape and wildlife
people having an impact on where we live
6. Entries will be shortlisted during March 2010 for exhibition and judging in April. If shortlisted for a prize, the entrant agrees to provide Alupro with the original file for the image and agrees that it can be printed and used in public exhibitions.
7. List of prizewinners will be posted on the website by April 14.
8. By entering the competition all entrants agree to allow their pictures to be used for promotional purposes by the promoter, Alupro.
9. Photographs must have been taken by the person entering the competition in the British Isles, and must not have been published elsewhere or won a prize in any other photographic competition. Entrants are responsible for ensuring that images are taken with the permissions of the subject and do not infringe the copyright of any third party or any laws. Pictures of children (under the age of 16) must have written permission from their parents, which will be requested if your picture is shortlisted.
10. Alupro reserves the right to disqualify unsuitable images, and to take any further action deemed necessary. The competition is not open to employees of Alupro or any of their competition partners, or their families.
11. The judges' decision is final. No correspondence will be entered into.

www.lovewhereyoulive.org.uk