



## Press Release

9 December 2008

Getty Images extends funding for the Market Photo Workshop's Photojournalism and Documentary Photography Programme

December 9, Johannesburg, South Africa - The Photojournalism and Documentary Photography Programme (PDP) at the Market Photo Workshop announced today that Getty Images is expanding its long-standing support in 2009.

John Fleetwood, Head of the Market Photo Workshop said "We are extremely pleased that even in these financially unsettled times across the globe, Getty Images is not only sustaining a significant financial partnership with the PDP, but that they are also helping to strengthen the programme in other ways."

In addition to the financial commitment of \$40,000 US for the programme's operations, Getty Images is also funding the purchase of professional digital Canon camera kits for use by students during in the course of their studies. Students who successfully complete the PDP programme will receive a camera of their own to take with them into their professional careers. By now 15 successful graduates who received their certificates in the programme's first years, are working in media across Africa including countries like Zimbabwe, Botswana, Mozambique, Zambia and Kenya.

Fleetwood continued, "In another innovation this year, Getty Images Grant for Editorial Photography programme has added a student category which enables our students to develop and submit grant applications and portfolios that will ensure their work is seen by industry experts who judge the competition for Getty Images."

Jonathan Klein, CEO and Co-Founder of Getty Images, explained, "Everyone at Getty Images believes in the power of imagery to change the world, and we have been proud to support the PDP since its inception. We share their vision of developing a new breed of informed, curious and technically excellent African photojournalists and documentary photographers. During difficult times, it makes sense for partners to work hard to find new ways to make our relationships more successful for all involved.

## **About the Market Photo Workshop**

The Market Photo Workshop is a training institution offering courses in digital and analogue photography. The school also promotes photography through public debates, exhibitions and outreach programmes. Since its establishment in the late 1980s, the Photo Workshop has expanded to become a renowned photographic centre with many of its graduates working in the local media and elsewhere.

## **About the PDP**

In 2005 the Photo Workshop launched its year-long Photojournalism and Documentary Photography Programme (PDP), supported by Getty Images. The course aims to nurture a group of African professional photographers that are both technically and intellectually capable of interpreting society and culture through images and text.

At the end of the course an exhibition is hosted to showcase the photography produced by the students. This year's exhibition, called Portfolio 08, opens at the Market Photo Workshop gallery on Wednesday 10 December 2008.

## **About Getty Images**

Getty Images is the world's leading creator and distributor of still imagery, footage and multi-media products, as well as a recognized provider of other forms of premium digital content, including music. Getty Images serves business customers in more than 100 countries and is the first place creative and media professionals turn to discover, purchase and manage images and other digital content. Its award-winning photographers and imagery help customers produce inspiring work which appears every day in the world's most influential newspapers, magazines, advertising campaigns, films, television programs, books and websites.

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