

## Press Release

### Sony Announces Hong Kong's Best Amateur Photographer at 2014 Sony World Photography Awards

*Cheung Lai San is named the winner of the Hong Kong National Award*



- **Winning work to be exhibited at Somerset House, London, 1-18 May**
- **Images available for publication at [press.worldphoto.org](http://press.worldphoto.org)**
- **Prizes include Sony digital cameras**

**Hong Kong, April 9, 2014** - Sony today announced Hong Kong photographer Cheung Lai San to be the winner of the Hong Kong National Award at the 2014 Sony World Photography Awards, one of the world's leading photography competitions.

Open to photographers of all abilities, the National Award seeks to uncover and honour the single best image taken by a Hong Kong photographer entered into any of the ten Open categories of the 2014 Sony World Photography Awards.

Cheung Lai San, who has been an amateur photographer for six years, was chosen as the winner for an image titled 'Jump of Life'. The photograph is a stunning action shot taken in Kenya and was selected by a local panel of judges.

The local judges also awarded runner-up positions to:

- 2<sup>nd</sup> place – Jacky Cheung Chi Hung
- 3<sup>rd</sup> place – Jacky Yau Sun Lung

When talking about the winning photograph, Cheung Lai San commented, "In July each year, this heart-pounding scene of wildebeests' migration repeats itself in Kenya savannah. It's wildlife's most dramatic moment! I am so excited to be able to capture this in my camera. The pursuit of beautiful and exciting moments has brought me to many new places and has opened my eyes to see things from new angles."

She continued, “I am very glad to have won the award but at the same time I am very humbled to be amongst many outstanding entries from around the world.”

As the Hong Kong National Award winner, Cheung Lai San will receive the Sony Full-Frame Interchangeable Lens Mirrorless Camera **α7** with E-mount Carl Zeiss Vario-Tessar T\* lens FE 24-70mm F4 ZA OSS. Her photograph will be exhibited at the Somerset House, London from 1-18 May as part of the Sony World Photography Awards Exhibition and published on [www.worldphoto.org](http://www.worldphoto.org). The first and second runner-ups will receive Sony Full-Frame Interchangeable Lens Mirrorless Camera **α7** standard lens kit and digital camera Cyber-shot™ RX10 respectively.

The World Photography Organisation also announced the winners of the Open and Youth categories of the Sony World Photography Awards plus the winners of the 37 other National Awards across the world. To see all the winning images please go to [www.worldphoto.org](http://www.worldphoto.org).

**Images for publication are available to download at [press.worldphoto.org](http://press.worldphoto.org)  
If you require press membership please register at [press.worldphoto.org/register](http://press.worldphoto.org/register)**

For customer enquiries, please contact Sony hotline service at (852) 2345-2966.

#### **About World Photography Organisation (WPO)**

WPO supports professional, amateur and young photographers, lending a global platform for the photographic industry to communicate, converge and showcase current trends across all genres of photography. Delivering various initiatives to this global community, these programmes involve the photographer in commercial, cultural and educational activities within the many industry sectors, whilst also creating events for the public to participate in. Currently included within the WPO portfolio are: the Sony World Photography Awards; the World Photography Student Focus Competition and Youth on Assignment. In addition the WPO have recently launched Photo Shanghai, Asia-Pacific’s premiere international Art Fair focused on photography and The Magazine, a monthly online publication where photography is explored, debated and discussed. WPO also has a thriving online presence via its website, Twitter, Facebook and Instagram and engages its online audience via regular PhotoTALK discussions. For more information go to <http://www.worldphoto.org>

#### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony’s consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony’s products and services, please visit our website at <http://www.sony.com.hk>.

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