

## **Yala Village -Etisalat Nature Photographer Competition 2010 – Capturing the Essence of Nature.**

In a move to promote the art of wildlife photography and interest and awareness of cohabitation, Yala Village, a member of the John Keells Hotels Group together with Etisalat Lanka presents – Yala Village - Etisalat Nature Photographer 2010”. Both Etisalat and JKH embrace conservation and environmental responsibility as an inherent part of their corporate values thus making this joint effort to create awareness and nurture the art of wildlife photography.

Nature photography enthusiasts now have the opportunity to show case their talent by entering this competition. Competitors can submit entries in the following categories; Animal behavior, birds in action, wild and scenic places and best camera phone wildlife image. The junior competition will be open to children under the age of 16, while the adult competition will be open to those who are above the age of 16 as at 31<sup>st</sup> August 2010. Entries will close by the 30<sup>th</sup> October 2010.

The Mobile Camera Photography competition is a new category added into this competition due to Etisalat's sponsorship, enabling participants to capture a photo on their mobile phone and MMS them to a short-code which will be uploaded onto the competition website. Category winners will be selected in addition to an online voting competition facilitating viewers to vote for their favorite camera phone photo.

Etisalat CEO Dumindra Ratnayaka said, “Yala Village is an eco lodge which attracts many of Sri Lanka's nature lovers on safari making it an ideal partner for a competition of this nature. We are therefore glad to be a part of this photographic competition which not only promotes individual talent but more so creates an awareness about the nature that surround us”, Mr.Jayantissa Kehelpannala, the Sector Head for Sri Lankan Resorts at John Keells Hotels Group, added, “Yala Village takes pride in being the catalysts of conserving the star attractions in the area which will sustain and grow wildlife tourism in a post war Sri Lanka.”

The John Keells Hotels Group together with Etisalat will award winners of each category and the overall winners, prizes in cash to the value of Rs.160,000 as well as complimentary vouchers to visit John Keells Hotels. Entry forms with the rules and regulations for the competition can be downloaded from [www.johnkeellshotels.com](http://www.johnkeellshotels.com) and [www.etisalat.lk](http://www.etisalat.lk) . Printed forms can also be collected from Yala Village, John Keells Hotels Reservations and any Etisalat Authorized dealers' located island wide.

