MEDIA OPPORTUNITY AND FOR IMMEDIATE RELEASE
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“This is not a natural catastrophe, this is clearly a man-made catastrophe.” – Daniel Beltra

“The earth is our house; we need to take care of it.” – Daniel Beltra

World-renowned conservation photographer Daniel Beltrá to speak at the
Arboretum’s 2011 Photography Symposium on June 11th

CHANHASSEN, Mn. – Daniel Beltrá’s photographs have become the iconic images of man’s impact on our planet. The images are beautiful, riveting, and ultimately terrifying. You cannot look at them without being changed. It comes as no surprise that Beltrá has been honored by many for his work—including His Royal Highness Prince Charles, ABC News Network, and Sony. In fact, Beltrá’s work so impressed Prince Charles that he selected Beltrá as the photographer for his own conservation publications. “Photographic images can tell a compelling story about the truth,” says Prince Charles.

Who has not seen and been affected by Beltrá’s award-winning images? The polar bear leaping from one small ice floe to another, smoke thick as storm clouds rising through rain forest canopy from the slash-and-burning below, or British Petroleum oil unfurling into the jade-colored water in the Gulf of Mexico. “Prevention is more important than cleaning up,” says Beltrá.

The Minnesota Landscape Arboretum is honored to bring this renowned and in-much-demand photographer to present his images and story during a symposium on Saturday, June 11th. This event is sponsored by National Camera Exchange and Tamron USA.

In addition to Daniel Beltrá, participants will hear from award-winning photographer, ecologist, and interdisciplinary educator Molly Steinwald. Associate director of science education at Phipps Conservatory and Botanical Gardens in Pittsburgh, Steinwald uses the camera to connect youth and adults to nature and heighten its important role in our lives. Adding insight and moderating the question-and-answer session will be Jane Kirtley of the University of Minnesota’s School of Journalism and Mass Communications. Participants will enjoy a boxed lunch, chat with reps from National Camera Exchange and Tamron USA and try out the latest cameras and lenses,
and be welcome to spend the rest of the day at the Landscape Arboretum, photographing spring beauty and engaging with like-minded adult learners.

This symposium is important to anyone who is concerned about the health of our planet. **Photographers** will gain an understanding of how to frame and consider a subject for the greatest impact and story, and have the opportunity to try out the latest in cameras and equipment from Tamron Lenses and National Camera. **Teachers and parents** will learn how to use the camera as a tool with children to help them gain skills and a deeper, more caring understanding of their natural environment. **Environmental and conservation advocates** will learn how to better present a message that is compelling and motivating. **Everyone** will have a rare opportunity to interact with internationally renowned, award-winning photographers.

Coffee, lunch and full-day admission to the Arboretum are included in the ticket price. Bring your camera!

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*Photographs attached to this press release are for media use regarding this Arboretum event only.*

Registration: 952-443-1422  
www.arboretum.umn.edu/photosymposium2011.aspx  
$40 member / $50 non-member. Lunch included.