



“Restoration of the Lower Shannon SAC (Mulkear River) for Sea Lamprey, Atlantic Salmon and the European Otter”

## MulkearLIFE Amateur Photo Competition 2012

### ‘Exploring the Biodiversity of the Lower Shannon’



To mark the 20<sup>th</sup> Anniversary of the EU LIFE Programme, which takes place in May 2012, MulkearLIFE is holding an Amateur Photo Competition. The competition is open to all and there are some fantastic prizes on offer. The theme of the photo competition is ‘**Exploring the Biodiversity of the Lower Shannon**’. In simple terms, biodiversity means "the variety of life on earth" – thus there is no limit to the type of image that can be submitted to portray this theme. It could be an image of water, trees, plants, fish, invertebrates, fungi, mammals, birds, lichen, domestic animals, basically any living organism. Therefore, images may cover any aspect of biodiversity including people enjoying biodiversity. Images can be macro or landscape, black and white or colour. While not essential, images which portray biodiversity in and along rivers, streams and watercourses throughout the Lower Shannon region would be preferred.

### Prizes on Offer, How To Enter & Full Terms and Conditions

1. The promoter is MulkearLIFE ([www.mulkearlifecom.com](http://www.mulkearlifecom.com)), Inland Fisheries Ireland, Shannon River Basin District, Ashbourne Business Park, Limerick, Ireland.
2. The competition opens on the 14<sup>th</sup> January 2012 and closes on the 1<sup>st</sup> May 2012 (17.00hrs).
3. There is no cost to enter and there is no purchase necessary to enter this photo competition.
4. The competition is open to **Amateur Photographers Only**.
5. A maximum of three entries per person is permitted.
6. Photos must be taken in or adjacent to the Lower Shannon and any of its tributaries.
7. Photos must be related to the theme ‘Exploring the Biodiversity of the Lower Shannon’. Images may cover any aspect of biodiversity including people enjoying biodiversity. While it is not essential, images which portray biodiversity in and along rivers, streams and watercourses throughout the region would be preferred.
8. All images submitted for entry must be unpublished and must have been taken in recent times (within the period 1<sup>st</sup> January 2009 and 1<sup>st</sup> May 2012).
9. A valid entry consists of an image taken using a digital camera and submitted as stated below.
10. To enter, first click on the LIKE button on the MulkearLIFE Facebook page.
11. Images for entry must then be submitted in two formats – a/ Digital format (minimum 1mb - maximum 5mb) and submitted to [photos@mulkearlifecom.com](mailto:photos@mulkearlifecom.com). Each digital image for entry should be sent through individually.

with the Subject line 'Photo Competition' and b/ Print format in Size A4 on photo quality paper or card to MulkearLIFE Amateur Photo Competition, Inland Fisheries Ireland, Ashbourne Business Park, Limerick, Ireland. Images can also be dropped-off at this address but not later than the 1<sup>st</sup> May 2012 (17.00hrs).

12. Each image must be accompanied by a description, name, address and daytime telephone number. If entering the Children / Young Adults competition (under 18 years of age as of 01/05/2012) please state your age.

**13. Only those images received in the two formats as specified will be deemed to have entered. It is the responsibility of the entrant to ensure this process if followed.**

14. The prize fund is camera equipment valued at €1,000 which will be offered in two categories of prizes:

a. Children / Young Adults (under 18 years of age as of 01/05/2012) and b. Adults over 18 years of age

15. The Prizes for each category are as follows:

Children / Young Adults - 1<sup>st</sup> Prize - Camera valued at €250

Children / Young Adults - 2<sup>nd</sup> Prize - Camera valued at €75

Children / Young Adults 3<sup>rd</sup> Prize - Camera valued at €50

Adults - 1<sup>st</sup> Prize - Camera valued at €500

Adults - 2<sup>nd</sup> Prize - Camera valued at €75

Adults - 3<sup>rd</sup> Prize - Camera valued at €50

In addition, the overall winner will receive one full-days training in wildlife and landscape photography from a leading wildlife photographer during the Summer / Autumn / Winter of 2012. If the overall winner is under 18 she / he must be accompanied by parent / guardian. This additional prize is valued at €250.

16. The prizes are as offered and no cash alternative will apply.

17. Employees or agents of MulkearLIFE and Inland Fisheries Ireland and their families or other persons connected with MulkearLIFE are not eligible to enter.

18. The winner will be chosen by a 3-person panel of experts based on the most appropriate photo taken in or adjacent to the Lower Shannon and any of its tributaries.

19. The decision of the panel of experts is final and binding and no correspondence will be entered into.

20. Images entered may be used in promotional related publicity undertaken by MulkearLIFE and the winning images may be published on the project website / social media sites and in the local and national press.

21. By entering this competition you are agreeing that any submissions made can be used for whatever promotional purposes MulkearLIFE, deem fit, now and in the future. MulkearLIFE will credit all images it uses for promotional related publicity but will not pay any royalty fee for use of images submitted.

22. By entering this competition, you are agreeing that you have the permission of all people appearing in any image to be submitted to this competition in line with the terms and conditions above.

23. Entry to MulkearLIFE's Amateur Photo Competition shall be deemed full and unconditional acceptance of the terms & conditions.

24. MulkearLIFE reserves the right to amend these terms and conditions.

25. These Terms and Conditions shall be governed by the laws of Ireland and subject to the jurisdiction of the Irish Court