

PRESS RELEASE

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From **WO**orld **Of PH**otograph**Y**, www.woophy.com

Dutch-based photography website receives European Seal of Excellence

Summary

- Woophy's one year anniversary: plenty of reasons for celebration
- Winning the European Seal of Excellence
- A feature article in the Wall Street Journal
- Monthly 'Daily Life on Earth' competitions accessible to anyone

Woophy or **WO**orld **Of PH**otograph**Y** is a website founded by a Dutch collective of photo aficionados and internet designers. This coming April the international photography database celebrates its one year anniversary.

Several milestones have been achieved in Woophy's first year online:

- More than 6,800 members uploaded **over 70,000 photos** of over 10,000 cities and villages world-wide.
- The European Multimedia Associations Convention (EMMAC) awarded Woophy the **European Seal of Excellence** in Multimedia. The award distinguishes ICT & digital media companies with an excellent track record in innovation.
- A March 7 article in the **Wall Street Journal** praised **the human element** Woophy adds to the world of Internet maps: "Instead of orbiting satellites, the site employs a volunteer army of amateur shutterbugs and travel enthusiasts to document the far corners of the world."

About Woophy

Woophy is a photographic, accessible, visual, current, democratic and collective **online map** picturing our beautiful world. Photography buffs from all over the planet can upload their pictures into a personal account protected by a personal password, for free.

Each month, Woophy invites photography fans from all over the world to submit their most beautiful digital photograph to its **monthly Daily Life on Earth Competition**. Anyone who can upload a picture to the internet can take part and possibly win a prize. More information on the competition can be found on www.woophy.com.

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