

Press Release
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Penangite Sweeps Kedah International Photography Awards with 3 Best Photo Awards and the Grand Winner Title!

ALOR SETAR, 16 May 2014: Chua Chee Eam was the biggest winner of the night at the Kedah International Photography Awards, winning Best Photos for his submissions in the categories of Birds, Mountains and Devoted Kedah and the highest awards of the night – Grand Winner! The inaugural Kedah International Photography Awards are voted by judges, who are internationally acclaimed award-winning photographers. The awards night was held at the Dewan Besar Majlis Bandaraya Alor Setar, attended by Puteri Umno Exco YB Nor Sabrina Mohd Noor and the children from the Rumah Budi Yan orphanage.

The Kedah International Photography Awards (KIPA) received a total of 270 entries for both the professional and amateur categories, whereby the public also responded actively to the Instagram contest that was organised by KIPA to engage smartphone users by using the hashtag #ExperienceKedah. As a result of that, KIPA's smartphone category received more than 2,300 entries. 50 of the best Instagram photos and the 36 shortlisted entries for the professional and amateur categories were on display at the awards night.

Themed Capture the Character and Beauty of Kedah, the Kedah International Photography Awards was intended to promote Kedah's beautiful state by way of travel photography.

According to KIPA's programme director, Vivian Toh: "The hashtag #ExperienceKedah that we created is still being used by Instagram users even after the submission to enter the contest is closed. It has gone viral not only on Instagram but Facebook too. We then realised that there are just too many great photos of Kedah out there that we're not seeing when we search for it on Google."

Meanwhile, Hazrita Hatta, who is the sponsorship director, wanted to express her thanks to the hotels and corporate companies that supported KIPA with prizes. "We hope to get more support from GLCs and private companies for us to continue doing KIPA in the future," she added.

Chee Eam from Penang was all smiles when his name was announced the grand winner. He took home 3 trophies and hotel stay vouchers after all 3 of his entries were judged the best in the individual categories of Birds, Mountains and Devoted Kedah. He also took home a Modenas electronic bike, return ticket to Phuket for two courtesy of Firefly, a hotel stay voucher and a trophy.

Chua said the pictures he submitted were from his trip to Kedah when he learned about the Awards.

"I am an avid photographer of nature and I enjoy taking photos of incidents when they happen. Experiencing Kedah is unlike my other photographic trips I have participated," Chua said in a media interview.

The winner for the smartphone category goes to Angel Ng Ji with the durian season as subject while the rest of the winners for Best Photos were Mohd Hafiz bin Ismail, Fadzilah Omar, Ahmad Zaini bin Jahaya@Yahaya, Mohd Hafizie bin Mahamad Shabudin, George Tay Ngian Lim from Singapore and Bernard Mah from Singapore as well. Their subjects covered from the vibrant colours of the skyline of Kedah to the kampongs, water sports, the people and especially the paddy fields.



Note to editors

Use of Photos – All photos entered under the #experiencekedah are available for use so long as the photographer receives a credit mention.

For more information regarding KIPA please contact the following:

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Quick Facts About KIPA

- The development of the KIPA photo trails and getting photographers to use the #experiencekedah is the first step is to have photos available and searchable so that potential visitors can get a good idea of what the rest of Kedah has to offer.
- In 2 weeks of opening the smartphone category the #experiencekedah became a trending topic and was listed on the 20th August 2013 on the Astro Awani program KiniTrending as the No. 2 trending topic of the day.
- The competition was open for entries from 1st July 2013 until 31st December 2013.
- KIPA can be found in the social media: www.facebook.com/kipawards / on Instagram under the hashtag #experiencekedah / on Twitter @experiencekedah or visit our website www.KIPA.my for updates on prizes and photo trail locations.
- KIPA has the support of the Kedah State Government and the Malaysian Press Photographers Association (MPPA), World Assembly of Youth (WAY) and several private sector stakeholders from Kedah.
- The Kedah International Photography Awards or KIPA has been created to allow photographers both professional and amateur to "Capture the character and beauty that is Kedah" and to showcase to the world their skills and ability.
- The physical outcome of the Awards will include a visual and photographic documentation of Kedah that will become a part of Kedah's heritage for the future while at the same time celebrating the cultural adversity and identity of Kedah.
- Completed activities throughout the period:
 - Homestay programme for a group trip in Kedah with the German-Malaysian Institute student photo club, LEGA (Lens, Graphic & Animation) in November 2013
 - Photography outing with Singaporean professional photographers in December 2013
 - Homestay program and photography outing with Kedah photographers in January 2014
 - Organised a Bujang Valley cultural expedition

