

NEWS RELEASE



A photo contest for Hawaii's up and coming photographers.

Honolulu, Hawaii November 6, 2017 - The Changing of the Tides was created by world renowned local surf photographer, Zak Noyle, with the hope of giving the next generation of surf photographers more support, help, and better opportunities. Up and coming photographers will be presented a platform to showcase their talent on the world stage, with the goal of making this a potential career.

Zak Noyle began his young career when he was 14 years old. He began by photographing friends who wanted sponsorship, and along the way he joined A Frame Media, the worldwide premier surf photo agency, which allowed him to accelerate and grow his career internationally. He soon joined Surfer Magazine as a senior staff photographer that took him to all corners of the globe.

Zak has always been a mentor to many fellow photographers and receives numerous emails and questions daily. He has held annual surf photography workshops both in Hawai'i and Newport Beach with the support of many of his sponsors.

Changing of the Tides by Zak Noyle is 100% free to participants and is open to Hawai'i residents only, which allows Zak to give back to the future generation in the place he grew up. Participants will be required to submit a total of 10 images in 6 categories: Water Action, Land Action, Lifestyle, Portrait, Empty Waves and New Creativity. The images must be photographed between November 6, 2017 to February 28, 2018, and must all be shot in Hawai'i during this winter contest period.

Zak's brand partners include [RVCA](#), [Surflin](#), [T&C Surf](#), [Hayn](#), [Free Surf Magazine](#), [A Frame Photo agency](#), [Da Fin](#), [SunBum](#), [Hydro Flask](#), [Lexar Memory Cards](#), [LaCie Hard Drives](#), [Hawaiian Airlines](#), and [THE MODERN HONOLULU](#).

The 7 judges, including Zak, include some of Hawaii's biggest icons in the surf industry such as [Brian Biemann](#), [Keoki Seguibo](#), [John Hook](#), [Mike Latronic](#), and [Brent Biemann](#) as well as [Jeff Hall](#) of A Frame Media.

The winner will receive a one-year photography contract with A Frame, Hayn, SunBum, and Da Fin. Additionally RVCA will also give away an all-expense paid trip with Zak Noyle and the RVCA surf team on their annual RVCA team trip. T&C Surf will create and feature a signature tee and promote the winner's image and work. Winner will enjoy a stay at THE MODERN HONOLULU and a range of new and exciting products from Hydro Flask, LaCie, Waiola and Lexar. A special award will be given out by Hawaiian Airlines, with the winner receiving Hawaiian Miles in a People's choice award at the conclusion of the event. All specially picked and created by Zak and his partners in order to help turn this into their profession.

The winner will be announced at a special awards event in THE MODERN HONOLULU's 'Study Hall' in March 2018.

For more information, please visit www.zaknoyle.com or email zak@zaknoyle.com

