



NEWS RELEASE

CHANGING OF THE TIDES

BY *Zak Noyle*

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

Honolulu, Hawaii April 30, 2018 - 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.

The contest was an overwhelming success, with over 40 participants from across Hawaii participating in the contest. The quality of images was above and beyond what was wished for with every photographer stepping out of their comfort zone to create a submission they were proud of.

We took the 40 down to 10 in the next round and they were required to submit an additional set of images as their best images shot. The judging process was not easy, with each judge looking for what they felt was the full package. Some of the judges such as, Keoki Seguibo and Mike Latronic lending a more editorial eye of who could fill a full feature to Jeff Hall a photo agent looking to who could complete the next big ad campaign. It was diverse, intense and exactly what was needed to find the top entries.

The 6 finalist from across the state of Hawaii are- Nick Gruen, Luke Horner, Dave Gomez, Shane Grace, Kalani Minihan, Philip Kitamura.

The judges, including Zak, include some of Hawaii's biggest icons in the surf industry such as Brian Biemann, Keoki Seguibo, John Hook, Mike Latronic, Brent Biemann, Amber Mozo, Ryan Moss as well as Jeff Hall of A Frame Media.

The awards event and winner announcement will take place on May 10th at THE MODERN HONOLULU in their Study Hall starting at 7pm. Each of the 6 finalist will speak at the awards event sharing their proudest photos with all. Before the announcing of the winner we will be have a People's Choice Award presented by Hawaiian Airlines. This will be voted on by all in attendance that evening to find their favorite portfolio shown. The winner of The People's Choice Award presented by Hawaiian Airlines will receive 100,000 HawaiianMiles!

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 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. All specially picked and created by Zak and his partners in order to help turn this into their profession.

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

