



28th September 2008

EBS family moments photography challenge launches today

EBS celebrates family moments with national photography challenge

The EBS Family Moments Photography Challenge was launched today. The challenge is a national competition to find the photograph that best captures family moments, in recognition of the EBS family which has grown, over the past 70 years, to over 440,000 members nationwide.

The EBS Family Moments Photography Challenge will attempt to break the Guinness World Record™ for the world's largest photo album. In addition, all entries could feature in a national advertising and marketing campaign for EBS; and be in with a chance to win one of many great prizes including €20,000.

Speaking at the launch of the challenge, EBS Head of Marketing, Aidan Power explained: "EBS is Ireland's only mutual financial organisation: we are owned by our members, and run in our members' best interests. EBS has been helping Irish families finance their homes and futures for over 70 years and in recognition of this heritage, we are seeking to put real people and their family experiences at the heart of our communications.

"The EBS Family Moments Photography Challenge is all about capturing 'family moments' and the good news is that you don't have to be an expert photographer to enter. The competition is all about capturing what family means to you, and we will also be considering the story surrounding the picture, as well as the photograph itself, when judging.

"Everyone who enters is a winner, as all entrants will go towards the attempt to create the world's largest family photo album, and break the Guinness World Record™ currently held by China. All entrants will be in with a chance to take part in a national advertising and marketing campaign or win one of many great prizes on offer."

The EBS Family Moments Photography Challenge is a national competition, open to everyone – EBS members and non-members alike. All types of photographs are valid for entry – old pictures as well as new ones, and people can enter as many times as they like.

There are a number of ways in which to enter the competition; register online at www.ebsfamilymoments.ie; by calling into your local EBS office with your printed photographs or a CD-ROM of your photographs; or by downloading an entry form from www.ebs.ie and posting it with your photographs or a CD-ROM to EBS 'Family Moments Photo Challenge', Marketing Department, EBS Building Society, 2 Burlington Road, Dublin 4.

All entries must be received by Friday December 12th, 2008 and will be assessed by a judging panel including mum and model, Laura Birmingham; and prize-winning photographer Bryan O'Brien.

Full terms and conditions are available on the EBS Family Moments Photography Challenge website www.ebsfamilymoments.ie.