



DFI CALLS OUT FOR SECOND 'MY NATIONAL DAY' PHOTO COMPETITION

Capture the Essence of Qatar and the Spirit of National Day

Doha, Qatar; December 14, 2012: Doha Film Institute (DFI) is calling out to budding photographers to enter the second 'My National Day' photo competition to mark Qatar's National Day on December 18th. The competition, which is sponsored by SONY ALPHA, is giving the opportunity for participants to capture the essence of Qatar and the spirit of National day with the chance of winning state-of-the-art SONY α 24.3Mega Pixel Cameras. SONY is the leading consumer electronics brand in Qatar and is represented by Darwish Technology and the retail chain Fifty One East.

To enter this exciting competition, all you need to do is enter up to five of your best photos representing Qatar's National Day celebrations. You can be as creative as you want so don't restrict yourself to one format. You can experiment with colour, black and white photos, so be as creative as you want. Entries must not contain any logos, names, branding or other images. Entries that contain such branding and/or Images that have been altered from their original state using Photoshop or any other editing program will be invalid and will not be considered by DFI. We do ask that these pictures are original and that you own the rights to all photos submitted.

Once you've made your selection, simple log on to <http://www.dohafilminstitute.com/your-national-day> and submit your entries and have the chance to see your pictures featured on 'My National Day' photo gallery on the DFI website. The deadline for entry is midday on December 20th and all entries will be judged by a panel of established Qatari photographers, Ahmed Al Khulaifi President of Qatar Photographic Society, Khalifa Al Obaidly a Qatari photographer and Faisal Al Thani a Qatari photographer and a DFI representative.

Get your camera ready to take some amazing photos and get the chance to win a SONY α 24.3 Mega Pixel Camera. Good luck!

-ENDS-

About Doha Film Institute:

Doha Film Institute (DFI) is an independent cultural organisation established in 2010 to incorporate Qatar's film initiatives under one banner; organically supporting the growth of the local film community by enhancing industry knowledge, cultivating film appreciation and contributing to the development of sustainable creative industries in Qatar. DFI's year-round platforms



include funding and production of local, regional and international films, educational programmes, film screenings, and the annual Doha Tribeca Film Festival (DTFF).

With culture, community, education and entertainment at its foundation, DFI serves as an all-encompassing film hub in Doha, as well as a resource for the region and the rest of the world. DFI is committed to supporting Qatar's 2030 vision for the development of a knowledge-based economy. DFI has established a number of strategic cultural partnerships with leading local and international organisations including Tribeca Enterprises, World Cinema Foundation, Maisha Film Lab, Katara Cultural Village and Giffoni Film Festival.

For more information, please contact:

Majid Wasi

Doha Film Institute

Tel: 00974 33247800

mwasi@dohafilminstitute.com

Ajay Teli

Doha Film Institute

Tel: 00974 55406634

ateli@dohafilminstitute.com