

# Media Release

For Immediate Release

## FORMER WORLD IRONWOMAN CHAMPION NAOMI FLOOD JOINS GEOFF HUEGILL TO JUDGE SURF LIFE SAVING'S AUSTRALIAN FOR LIFE CAMPAIGN

**Monday 6, December, 2010:** Today, Former World and Australian Ironwoman Champion, Naomi Flood, announced she will join swimming champion Geoff Huegill as a judge for the Surf Life Saving (SLS) and Nikon's search for the most iconic *Australian for Life* photo moment. In Naomi's new role she will judge the *What is your Australian for Life Photo Moment* competition which will see Australians from all corners of the country photograph their quintessential Aussie moment on camera.

Naomi, who won the 2008 World Ironwoman title and recently defended her World Surf Ski title representing Australia in Egypt, is a fierce competitor both in and out of the water and believes the *What is your Australian for Life Photo Moment* is a fantastic opportunity for all Australians to get outdoors, get active and support Surf Life Saving.

Naomi said, "Surf Life Saving is a really important organisation and this is a great opportunity for all members of the community, sporty or not, to get outdoors, get active and enjoy Australia's fantastic outdoor offerings.

"I'm really looking forward to judging the Australian for Life photo competition with Geoff (Huegill) and have no doubt Australians will come with an eclectic mix of photographs which all represent their Australian for Life moment."

SLSA Chief Executive Officer, Brett Williamson says, "Geoff Huegill and Naomi Flood are two Australian athletes who represent Australia's 'can do' attitude. We hope these two icons will encourage the rest of our community to embrace an active lifestyle and support this fun campaign which provides opportunity for all members of our community."

Mark Watson, Nikon Ambassador and one of Australia's leading sports photographer, will also join Geoff and Naomi as a judge in the photo competition.

Mark Watson said, "Being a professional adventure sports photographer I've been privileged enough to experience some jaw dropping photo moments. The great thing about this competition is that it really encourages us to think about what we enjoy most about our special country. I'm really looking forward to seeing what our nation comes up with."

One winner from every state will be announced in January 2011 and each will receive a Nikon D3100 Digital SLR Camera Twin Lens Kit valued at \$1449RRP, a Nikon School "Introduction to DSLR" 1 day course enrolment valued at \$249 as well as a money can't buy day with a selection of Nikon ambassadors. Nikon's Ambassador's include renowned photographers Rocco Ancora, Marcus Bell, Jasin Boland, Delly Carr, David Oliver, David Dare Parker and Mark Watson.



The *What is your Australian for Life Photo Moment* competition comes off the back of the recent partnership between Nikon Australia and Surf Life Saving. As part of this partnership, this summer Nikon has committed \$30.00 from the sale of every D3100 Digital SLR camera will be contributed to SLS. Funds raised will assist in the implementation of water safety education and surf lifesaver training programs, purchasing and maintaining rescue gear and equipment, purchasing first aid supplies, and other SLS projects this summer.

Entries for the *What is your Australian for Life Photo Moment* close Sunday 19 December, 2010.

More information on Nikon School visit [www.mynikonlife.com.au](http://www.mynikonlife.com.au)

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