



AUSSIE & NZ PHOTOGRAPHER TAKE THE CHALLENGE IN THE CANON SHOOTOUT

20 August, 2014: Just two photographers will line up for this year's Canon Shootout at the World Heli Challenge in a new head-to-head format that will see an Australian and a New Zealander each striving to win the coveted winner's title.

Mickey Ross from Wanaka New Zealand and Kit Rundle from Mt Buller Australia have both documented the World Heli Challenge before and are excited to be picked for this unique 'shootout' competition in the rugged Southern Alps surrounding Aoraki Mt Cook in New Zealand from 7-15 September.

The Canon Shootout is a 9-day competition held within the World Heli Challenge freeriding contest. Ross and Rundle will each work closely with a Heli Challenge team of two athletes and a filmer to produce a portfolio of images capturing the adventure, action and passion of this unique heli-accessed snow event.

"Mickey and Kit are both superb photographers and we are stoked to have them take on the Canon Shootout this year. I know their photos will be vibrant and special. These guys will push themselves and each other to take the competition to another level," said event founder and director Tony "Harro" Harrington.

The World Heli Challenge takes elite athletes into pristine backcountry terrain and tests their freestyle and extreme skiing and snowboarding abilities. This year the Challenge has adopted a fresh new format that sees athletes buddy up with a filmer and photographer to make a close-knit team of four. Two teams will spend 9 days exploring the terrain around New Zealand's highest peak, Aoraki Mt Cook based at Lake Ohau Lodge creating a short film and a portfolio of images that constitute their entry for a panel of judges at the end of the event window.

The two Shootout photographers will be tested alongside their team members to secure their shots while taking on all the challenges of skiing and snowboarding in extreme terrain, changing weather conditions and a physically demanding schedule including two heli-ski days.

Event director "Harro" is a seasoned photographer and filmer with over 25 years of hiking and skiing big mountain around the world creating magazine images and film stories to celebrate the athletes and adventurers who join him. He explains, "As an adventure and action photographer in this big mountain world it can often be a solitary pursuit but what I love about the Canon Shootout is how it fosters collaboration between the photographers and their athletes and there is such camaraderie shared by everyone. We are all cheering each other on and frothing on the energy.

“The Canon Shootout is a fantastic way for us to take the magic of what happens up in the mountains during this action-packed week of adventures, skiing, snowboarding, surfing, hiking and all sorts of mad antics and bring the story and the characters to audiences around the world.

“The extreme conditions mean we need to use the best gear to get the shot,” says Harro. “Image quality’s a given, but the weather sealing, durability and speed make the EOS-1D X my weapon of choice for this year.

Canon is a valued partner of the World Heli Challenge and instrumental in the development of the Canon Shootout. The winning photographer and winning filmer in 2014 will take home an **EOS 5D Mark III Canon camera**.

Click these links to see examples of the Canon Shootout entries from previous years:

<http://worldhelichallenge.com/event-information/canon-shoot-out/>
<http://worldhelichallenge.com/2013/canon-shootout-2013-winners/>
<http://worldhelichallenge.com/gallery/2012-canon-shoot-out/>

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