

6 February 2024

PRESS RELEASE: New photographic competition celebrates Brighton & Hove's trees

Entries open for inaugural 'I love this tree because...' photo competition.

Photographers are being invited to enter an exciting new competition exploring and celebrating Brighton & Hove's trees.

'I love this tree because...' has launched ahead of the first Brighton & Hove Tree Festival later this year.

Finalists' work will be exhibited at the Jubilee Library in June and at the CPRE Sussex AGM in July. They will also be shown on the CPRE Sussex website.

The overall winner will receive a £150 prize. Two runners-up will receive £75 each and fourth place will receive a free haircut from North Laine Hair Company.

"This is a fantastic opportunity to raise awareness of the immense value trees bring to Brighton & Hove," said volunteer stakeholder group member Vivienne Barton. "It is also a chance to celebrate the creativity and photographic talent our city is so well known for.

"We are excited to learn the hidden tales behind the trunks of our city's trees and see how each photographer approaches the brief."

Entrants must submit at least one portrait of a tree taken in the wider Brighton & Hove area. The entry should also include a caption of 50 words or less which begins 'I love this tree because...', the type of tree and its location.

Participants can also choose to include two additional evocative pictures of the tree which further expand on their story.

Entries close on 7 May. Winners will be announced at the Fantastic Elms and Other Amazing Trees Forum on 18 May.

For full entry conditions visit cpresussex.org.uk/tree-festival/i-love-this-tree-because.

The photographic competition forms part of the Brighton & Hove Tree Festival 2024. The aim of the festival is to raise awareness of the immense value of trees to the city and its residents.

Organised by a team of volunteers and supported by CPRE Sussex, the Sussex countryside charity, the festival is sponsored by Connick Tree Care, Hanningtons Brighton and Rampion.

It will run over two weekends in May. A full programme will be announced shortly.

-ENDS-

For press inquiries and interview opportunities contact sheena.campbell@cpresussex.org.uk.

Notes for editors:

About CPRE Sussex

CPRE Sussex is shaping a greener future for Sussex. Our priorities are:

- Beautiful landscapes, rich in nature and greener towns and cities
- Countryside and green spaces which are accessible to all, enriching lives and health
- Sustainable development for thriving communities
- Effective responses to the climate emergency

We engage with decision makers, influencing them and challenging them to protect the Sussex countryside and green spaces. We inform on environmental issues and empower individuals and communities with robust evidence to defend and enhance the green spaces they love. We believe in collaborating with others to ensure a greener future for our county. We research and provide advice on planning issues. Together we can shape a greener future for Sussex.

Timeline for 'I love this tree because...' photographic competition

- 6 February: launch
- 7 May: submission deadline
- 18 May: winners announced at the Fantastic Elms and Other Amazing Trees Forum, Friends Centre, Ship Street, Brighton
- 3-8 June: Exhibition at Foyer Gallery, Jubilee Library, Jubilee Street, Brighton

Entry conditions

1. Each participant should submit at least one portrait of a tree taken in the city or green spaces surrounding it. Entries can also be extended by submitting two additional evocative pictures of the tree or elements of it.
2. All entries should also include:
 - a. A caption in 50 words or less beginning 'I love this tree because...'

- b. A note of what type of tree the entrant thinks it is and a location. If possible, entrants should use the Just3Words app or an OS Grid reference. If not, entries should describe the tree's location.
 - c. The name, email and phone number of the entrant. Entrants under 18 should also include their age.
 - d. A completed consent form.
3. The judges will choose 12 finalists for exhibition. Entrants must provide high-resolution jpeg files of a minimum of 4mb so images can be printed professionally and for display at scale.
4. The overall winner will receive £150. Two runners up will receive £75 each and fourth place will receive a haircut from the North Laine Hair Company.

Brighton & Hove Tree Festival 2024

The Brighton & Hove Tree Festival 2024 takes place over two weekends in May. It will be held on 11-12 May and 18-19 May to coincide with the London Urban Tree Festival and Brighton Fringe. The aim is to increase public awareness of the immense value of trees to the city and its residents. The full festival programme will officially launch at the start of March.

The inaugural festival is kindly being supported by Connick Tree Care, Hanningtons Brighton and Rampion.