



BlackBerry – The Official Wireless Communication Sponsor for the CONTACT Toronto Photography Festival

BlackBerry® smartphones come with quality cameras and the ability to easily and instantly share pictures with friends, colleagues and the community at large.

CONTACT Toronto Photography Festival

As part of the sponsorship activities, people will be able to see life through the eyes of artists Robert Burley, Michael Awad, Glen Baxter and Bonnie Rubinstein as they capture their world with a BlackBerry smartphone and post their images on Flickr.

BlackBerry Ambassador Program

As part of this program at the CONTACT Toronto Photography Festival, several artists will become BlackBerry Ambassadors and be provided with BlackBerry smartphones. Artists will then use the BlackBerry smartphone to snap photos on the go and upload them to the CONTACT Flickr site. Photos taken and uploaded will then be on display in the CONTACT online gallery at www.flickr.com/groups/contactphotofestival.

Still Revolution: Public Installations

BlackBerry is also proudly sponsoring the public installation series that will be showcased around Toronto as part of the CONTACT Toronto Photography Festival.

Words *tell* the story. Images *share* the story. No matter how you like to send your pictures, videos and other media files, BlackBerry smartphones help you do more than just tell the story. You can bring it to life.



A bit about BlackBerry and Flickr

Snap a picture and use Flickr Uploader for BlackBerry smartphones to post it directly to your Flickr photosets. Flickr on BlackBerry smartphones – feels like the desktop version, but can go with you. And, because of the familiar BlackBerry smartphone keyboard, menus and prompts, Flickr Uploader for BlackBerry smartphones is easy to learn and fun to use. Snap a picture, tag it and even adjust its size. Then post it with a few quick clicks. And, if you're using a BlackBerry smartphone with GPS capabilities you can also geotag images so that people who look at your pictures can tell where they were taken.

Media Contact:

Marisa Conway
Brodeur Partners (Agency for RIM)
212-336-7509
mconway@brodeur.com