

CANON CANADA LAUNCHES THE NORTHERN EXPLORERS OF LIGHT

New program and website inspire amateur photographers to shoot like the pros

MISSISSAUGA, ON, 17 April 2013 - Canon Canada Inc., a leader in digital imaging solutions celebrating its 40th anniversary, announced today the launch of the Northern Explorers of Light program and its accompanying website www.canon.ca/pro. The Northern Explorers of Light are a prestigious group of seven Canadian imaging professionals who serve as ambassadors for the Canon brand and share their photographic passions and technical expertise with aspiring photographers.

The Northern Explorers of Light program is an extension of Canon USA's popular Explorers of Light program, created in the mid-1990s. The new Northern members join the ranks of more than 50 Explorers whose specialties and styles span a wide range of photographic disciplines including photojournalism, travel and wildlife photography, portraiture, and television and film production. The Explorers' use of Canon EOS photographic equipment allows them to capture stunning images in unrivalled clarity and detail. Many Explorers also use Canon's large format printers and high-resolution REALiS projectors to produce and display their art. The Northern Explorers of Light will share their knowledge and enthusiasm with Canadians through workshops, speaking engagements, appearances at industry events, and social media outreach.

"The Northern Explorers of Light are some of the most gifted and influential imaging professionals in Canada," said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada. "This program provides a unique resource for creativity and inspiration among photo enthusiasts, giving them access to the unsurpassed talent and skill of Canada's elite photographers, and allowing them to improve their own techniques."

The seven Northern Explorers of Light are:

- **Todd Korol** – With camera in hand, Todd Korol has traveled the world on assignment for the world's top magazines. He currently shoots for Reuters, Time, Sports Illustrated, Canadian Geographic, Reader's Digest, Stern, the New York Times, the Globe & Mail, and the National Post. He has published a book of his photographs called 'Harvest', and has had his work published in more than 200 books. Todd lives with his wife and two boys in Calgary, Alberta.

- **John Lehmann** – John Lehmann is an award-winning photojournalist with more than 20 years of experience working both locally and internationally. In the past, he has acted as staff photographer for the Globe and Mail and the National Post, and freelanced for Reuters and the Canadian Press. John is currently working as the Globe and Mail's staff photographer responsible for Western Canada, and is based in Vancouver, British Columbia.

- **Patrick Nichols** – Patrick Nichols graduated from Humber College's Creative Photography program and has been working as a Commercial Photographer for 24 years. After beginning his career shooting album covers and portraits for Canadian artists, he went on to shoot publicity materials for the Canadian Broadcasting Corporation (CBC). Patrick's work has appeared nationally in newspapers and magazines, on billboards and bus shelters, and in internet campaigns. In 2013, Patrick co-founded the commercial photography studio door.inc with fellow Northern Explorer of Light Ed O'Neil. He lives in Toronto with his

three sons.

• **Camille Fortin Bensler and Chadwick Bensler (JONETSU STUDIOS)** - JONETSU STUDIOS is owned by Camille Fortin Bensler and Chadwick Bensler who specialize in artistic and documentary wedding and portrait photography. With a combined 24 years of experience in the industry, JONETSU STUDIOS's work has been featured in a variety of publications including American Photo Magazine (recognized as Top Ten Wedding Photographers in the World in 2011), Wedlux, Real Weddings, Weddingbells, Perfect Wedding, BabyTalk, House and Home, the New York Times, Vancouver Province, and the Vancouver Sun. Chadwick and Camille live in Vancouver, British Columbia. They will celebrate their 10th wedding anniversary in 2013 and share a passion for interior design, their dogs, travelling and entertaining.

• **Ed O'Neil** – Ed O'Neil is a Toronto-based Commercial Photographer, Director of Photography, and former artist with 25 years of experience in the photography community. His work has been featured in a number of national publications, including Chatelaine, House and Home, Style at Home, Flare, Canadian Living, UR, and Connected, as well as in national advertising campaigns. Together with fellow Northern Explorer of Light Patrick Nichols, Ed created the commercial photography studio door.inc in 2013. In his spare time, Ed enjoys traveling, particularly by motorcycles, trucks, and bicycles

• **Christopher Dodds** – Christopher Dodds has worked as a self-employed freelance nature and wildlife photographer since 1985. He has led photographic workshops and safaris since 2001, and manages the popular blog www.naturephotographyblog.com. Christopher's images have been published in many of the world's top magazines and newspapers. He lives in Huntingdon, Quebec.

To support the program, Canon Canada is also launching www.canon.ca/pro, the online home of the Northern Explorers of Light and a forum for interactive discovery and discussion about photography. Targeted to curious and aspiring photographers and cinematographers, the site showcases the Northern Explorers and the tools they use to produce their work. Visitors can browse photo galleries and read articles written by the Northern Explorers about the stories behind some of their most iconic images. The site also features technical information about the professional Canon EOS equipment used to capture and display the photos and videos.

For more information on the Northern Explorers of Light, please visit www.canon.ca/pro.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. With almost \$46 billion in global revenue, its parent company, Canon Inc., ranks among the Top 4 in US patents registered since 1994. Canon ranks among the world's Top 30 brands and is one of Forbes' Magazine's World's Most Admired Companies. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility.

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