

FOR IMMEDIATE RELEASE

Momenta Workshops, Leica Akademie Announce the 2015 Workshop Lineup

February 10, 2015 — Momenta and Leica Camera announce The 2015 Project Series: Working With Nonprofits photography workshop lineup, including a series of one-day business skills workshops at Leica stores around the United States. This year's workshops are hosted in New Orleans, San Francisco, Los Angeles, Washington DC, Colombia, and Sierra Leone.

Each Project workshop instructs participants in the art and business practice of working with nonprofits and NGOs as a sustainable business model.

“Momenta Workshops helps attendees discover how photography can be a positive force of change,” said Tom A. Smith, Manager of Leica Akademie, North America. “Leica Camera is proud to support their mission by allowing each person the opportunity to use a Leica camera to produce their photo stories on such relevant and moving topics.”

During the longer workshops, students receive a personal nonprofit photo story assignment, daily 1-on-1 editing sessions with an instructor to help develop a personal style, and nightly lectures. Likewise, the final day is an intensive seminar on business skills, as well as grant writing and crowd funding for personal projects.

“As our lineup grows every year, we keep trying to raise the bar as we help photographers learn better business skills and develop their own personal style,” said Jamie Rose, Director of Workshops & Founding Partner. “The experience is intense, educational, inspirational, and, frankly, immensely fun.”

In 2015, PhotoShelter named The Project Series the #2 best photography workshops occurring worldwide in their annual list (<http://blog.photoshelter.com/2015/01/50-photo-workshops-in-2015/>). In 2013, Momenta was voted the International Reader's Choice “Best Learning Vacation” by [About.com](http://www.about.com).



To learn more about Momenta Workshops, visit:

www.momentaworkshops.com

To learn more about the Leica Akademie, visit:

www.leicaakademie.com

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