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FOR IMMEDIATE RELEASE

## FOURTH ANNUAL SIMULTANEOUS PHOTO SHOOT SCHEDULED FOR OCTOBER 10th WORLDWIDE

SAN FRANCISCO, CA -- Worldwide Moment ([www.worldwidemoment.org](http://www.worldwidemoment.org)) has scheduled its fourth annual simultaneous photo shoot for October 10, 2010.

Worldwide Moment is an organization that works to generate cultural awareness, peace, and international community through art. Worldwide Moment is engaging people from every nation to snap a photograph at the moment of [10:10am GMT on October 10, 2010](#). Photos and stories from the moment will be uploaded and viewed at [worldwidemoment.org](http://worldwidemoment.org).

The event, held annually since 2007, is the creation of filmmaker and photographer Brett Brownell. "Worldwide Moment allows people around the world to represent themselves as an artist, activist, photo-journalist, or individual," Brownell said. "Whether young or old, amateur or professional, film or digital, Polaroid or camera phone, this is for everyone."

Last year the collection premiered in Florida representing 1,300 photographers from 70 countries. Worldwide Moment also produced subsequent projects including a show for the Cooper Union in New York City. Upcoming exhibits for 2010 are expected for San Francisco, Perth, and Tasmania.

Donations and proceeds from the event will go towards providing cameras and photography classes to children, schools, and adult learning centers around the world. Photographers can pledge to participate in this free event at [WorldwideMoment.org](http://WorldwideMoment.org).

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