FOR IMMEDIATE RELEASE

**Les Fruits de Mer Teach Event Photography at BirdsCaribbean International Meeting in Jamaica**

Kingston, Jamaica—July 29th—Every two years, bird educators and conservationists from throughout the Caribbean and beyond gather for BirdsCaribbean’s International Meeting. At this year’s meeting in Kingston, Jamaica, St. Martin was represented by Les Fruits de Mer co-founder Mark Yokoyama, who delivered the workshop *Looking Sharp! Promoting Your Organization with Great Photography*. The two-hour workshop was well received by the NUMBER participants and was accompanied by a free ebook, available to anyone.

“We always wanted better photos of our awareness events, but we didn’t really know how to improve until we attended the workshop,” explained participant NAME of ORGANIZATION. The presentation included advice on how to find and work effectively with photographers as well as hands-on practice taking photos. The workshop focused on challenges faced by non-profits relying on volunteer photographers and skills related to capturing events.

According to workshop-presenter Mark Yokoyama, “Great photos are a powerful tool in traditional, online and social media. They promote awareness of an organization, attract people to events and show donors what they are supporting. They’re instantly understandable and they create an emotional connection that is often missing from text.”

Over XXX attendees from XX countries came together for the International Meeting in Jamaica. Exchanging ideas over the course of a jam-packed week with over XXX talks and workshops were a diverse group of scientists, conservationists, students and educators from across the Caribbean and beyond. In addition to sharing their expertise, the attendees from St. Martin—Nature Foundation board member Binkie van Es and Yokoyama—bring back a wealth of information, including the latest in Caribbean bird science, conservation and education.

The ebook of Yokoyama’s workshop, *Looking Sharp! Promoting Your Organization with Great Photography*, is available for free download at www.birdscaribbean.org and www.lesfruitsdemer.com.

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**About BirdsCaribbean**

BirdsCaribbean is a non-profit organization committed to the conservation of wild birds and their habitats in the insular Caribbean. More than 80,000 local people participate in its programs each year, making it the most broad-based conservation organization in the region. Learn more at www.birdscaribbean.org or find “Birds Caribbean” on Facebook and on Twitter @BirdsCaribbean.

**About Les Fruits de Mer**

Les Fruits de Mer is a non-profit association based in St. Martin whose core mission is to raise awareness about nature, culture, and sport. The organization carries out this mission through publications, an education program, and special public outreach events that entertain, inspire, and inform. The association is currently accepting new member applications on its website, http://www.lesfruitsdemer.com.

**Photos**

BirdsCaribbean-logo.jpg: BirdsCaribbean is a vibrant international network of members and partners committed to conserving Caribbean birds and their habitats.

Looking-sharp-ebook.jpg: The ebook *Looking Sharp! Promoting Your Organization with Great Photography* is available for free download.