



Ice Skating Australia Gets Snap Happy

Internationally renowned photographer bolsters interest in ice sports

29 December 2009 –Ice Skating Australia (ISA) commissioned internationally renowned photographer Dan Smith as part of its campaign to re-energise Australian participation in ice sports.

Dan has just put the finishing touches to a range of images that will be integral to the largest promotional drive ever undertaken by ISA. The bold ice sports photo shoot starred Australia's elite sports talent as well as some keen beginners. The striking graphics beautifully portray a variety of ice sports including figure skating, ice dancing, synchronised skating, speed skating and ice hockey.

“We will be utilising these images for our Aussie Skate™ posters, all of our promotional material and in our general PR across Australia,” commented ISA President, Cathy Taylor. “We are thrilled with the shoot, which truly encapsulates our key messages of health, fitness and self-confidence”.

The coup of securing Dan Smith was one to be proud of, Taylor says.

“Dan is world-renowned and has shot all the major sporting tournaments including many Olympics, the Rugby World Cup plus all Grand Slam tennis tournaments and golf majors.

“Film buffs will know Dan's work through his close work with director Guy Ritchie. Dan recently shot the publicity shots for Guy's latest film, which were featured in Vanity Fair and Esquire magazines”.

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