

**FOR IMMEDIATE RELEASE**

**Scarborough Photo Contest is Giving the City “A New View”!**

*Scarborough’s New View Photo Contest seeks to reshape the negative perception of Scarborough through community engaged photography.*

August 17, 2020. Scarborough, ON - In late 2019, a Google search of the word “Scarborough” prominently featured a picture of a run-down, partially demolished house. When Scarborough Councillor Michael Thompson raised the issue publicly, Google quietly removed the photo and offered no apology.

This incident is symbolic of a much larger issue: despite all of Scarborough’s amazing qualities, the media routinely depicts the city as an unfavourable and dangerous place to live. *Scarborough’s New View Photo Contest* was created as a way to address this issue. Spearheaded by Councillor Michael Thompson, The City of Toronto and Scarborough Arts, the contest will run from August 17th to September 30th, 2020. Photographers of all ages, backgrounds, and skill levels from across the GTA are encouraged to submit their original photography of Scarborough's unique and vibrant people, places and things. From unique mid-century modern architecture, to natural wonders such as the Scarborough Bluffs, to Scarborough's array of inter-cultural communities and cuisines, the contest asks community members to accurately reclaim the social perception of the magnificent region of Scarborough through the camera lens.

*Scarborough’s New View* is led by two prominent Toronto-based photographers. Project Coordinator and founder of XvXy-photo, [Anthony Gebrehiwot](#), has worked with several organizations and initiatives such as the Globe and Mail, Nike, Nuit Blanche, the Royal Bank of Canada and more. Photographers participating in the contest will have their work adjudicated by a jury helmed by [Michèle Pearson Clarke](#), a Trinidad-born artist, writer and educator who is currently the City of Toronto’s Photo Laureate (2019-2022). Excitingly, Michèle has assembled a jury featuring two prominent Scarborough-born photographers / artists, [Anique Jordan](#) and [Esmond Lee](#). Together, the three will oversee the contest's jury and winner selection process.

It's time to celebrate and reshape how the world sees Scarborough: one snap at a time! We invite you to take your best shot and give our community a new view!

***About Scarborough Arts:*** Scarborough Arts, is one of Toronto's six (6) Local Arts Service Organizations (LASOs) mandated to bring arts and cultural programming, services and advocacy to communities outside the downtown core. A not-for-profit charitable organization, we serve the Scarborough community by developing, delivering, and promoting innovative arts programming and cultural initiatives in collaboration and partnership with the community. We bring artists to the community and community to the arts.



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