

# MOUNTAINS CONNECT.

THE TOP SOCIAL  
NETWORK IN THE WORLD

WE CONNECT MOUNTAINS AND  
MOUNTAINS CONNECT PEOPLE.  
AND THE MORE WE ARE, THE  
HIGHER WE'LL GO.



## THE FIRST INTERNATIONAL PHOTOGRAPHY CONTEST

# WE ♥ MOUNTAINS

Pictures speak a universal language and Instagram is the foremost social network for them. Everyone around the globe can share their passion for mountains.

### HOW TO ENTER?

1. Anyone can take part, people of any age and from anywhere in the world who follow @welovemountains on Instagram.
2. The photo must show a mountain summit or landscape and **at least one person holding an International Mountain Day flag**, which can be downloaded from the download section of [www.welovemountains.org](http://www.welovemountains.org).
3. All photographs should be taken with a mobile phone or tablet.
4. The pictures must be shared on Instagram using the hashtag **#WeLoveMountains** and include the **geographic location and the name of the place** in the description of the image.
5. The pictures will appear automatically in the photo section of the website WeLoveMountains.
6. The contest will take place from **1 to 15 December 2014**.
7. Two categories with three prizes each have been established:
  1. Mountain people
  2. Family Farming
8. The winners of the competition **will be awarded with a collection of FAO publications and a special We Love Mountains t-shirt**, which will also be given to the first 25 finalists.
9. The names of the winners will be announced through social networks and the web. The finalists will be contacted to arrange the shipping.
10. Participation implies the acceptance of these rules as well as the contestants' authorization of the use of their photos on the WeLoveMountains, FAO and Mountain Partnership communications channels.

The aim of this campaign is to make our voices heard by many other people, who in turn will promote this campaign in support of mountains, encouraging others to participate and broaden the image of mountains.

Every year more and more of us join the **mountainlovers** network, which is expanding to involve more countries.

**We want even more Likes. Are you with us?**

