

Award-winning images by Daniel Beltrá, printed on Hahnemühle's newest "green" media, document potential catastrophic impact of tropical deforestation on global climate change.

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Now through November 15th 2009: As part of The Prince's Rainforests Project (PRP) The Mercy Corps Action Center in Battery Park City, New York, NY is hosting an exhibition of photographs by noted photojournalist, Daniel Beltrá. These images will be shown in conjunction with the Mercy Corps' interactive, educational exhibits featuring computerized case studies and video appearances by PRP supporters such as Sting, the Dalai Lama, influential CEO's and NGO leaders.

The Prince's Rainforests Project was established in 2007 by His Royal Highness, The Prince of Wales to develop an international consensus of how best to significantly slow down the rate of tropical rainforest destruction. To help gain awareness of the Project, Sony, Europe created and sponsored the Sony World Photography Awards. First prize in the Professional Division of this competition was a fully funded trip for the winner to document the impact of deforestation on the world's major rainforests. That honor was won by Daniel Beltrá whose extraordinary images from the trip are featured in this exhibition.

Beltrá has previously won several awards from the World Press Photo, Pictures of the Year International, and Best of Photojournalism contests. He chose to use Hahnemühle Sugar Cane paper for the New York exhibition prints. A longtime supporter of the world "green" movement, Hahnemühle FineArt GmbH was able to provide the ideal media on which to print Mr. Beltrá's images. The paper, appropriately named Sugar Cane 300gsm, is the newest eco-friendly addition to the Hahnemühle Digital FineArt line of inkjet papers.

As the name suggests, 75% of this new paper is made from bagasse, a tropical by-product of the sugar cane refining process. Bagasse fiber is a completely sustainable resource endorsed by environmental organizations worldwide. Cotton fibers gleaned from recycling Hahnemühle's own paper mill waste make up the remaining 25%.

Sugar Cane 300gsm is a natural white, textured, fine-art paper that is OBA-free and extremely resistant to aging. It features a premium inkjet coating that ensures prints with rich contrast and detail—the perfect complement to Daniel Beltrá's magnificent images.

The PRP and Hahnemühle hope that people who see the exhibit will feel compelled to take action and sign up to the Rainforest SOS campaign. Send out your SOS at www.rainforestsos.org

For more information on the Hahnemühle Digital FineArt Collection, visit www.hahnemuhle.com. For details on Hahnemühle's Green Initiative Program, visit www.green-rooster.com. For a comprehensive overview of The Prince's Rainforests Project, visit www.rainforestsos.org.

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The Hahnemühle paper mill has been producing quality artist's papers for over 420 years. Since its founding in 1584 they have developed experience and a tradition of excellence in art materials that is now been brought to the digital age, and fine art Inkjet printing. The German based company whose headquarters are in Dassel, has 150 employees worldwide.

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