

## NIKON DONATES \$300,000 TO SURF LIFE SAVING

13<sup>th</sup> April: Nikon has today announced a contribution of \$300,000 to Surf Life Saving (SLS), to assist in the delivery of public education programs and the provision of vital rescue equipment across the country.

For every purchase of this easy-to-use Digital SLR camera – Nikon’s D3100, from its launch in September 2010 to the end of summer, , Nikon donated \$30 to SLS. The proceeds will be used for various SLS projects including water safety education programs, maintaining rescue gear and purchasing first aid equipment.

The \$300,000 donation is the latest demonstration of Nikon’s partnership with SLS, a hugely iconic organisation and the largest national volunteer movement of its kind. This donation follows a series of initiatives including a national photography competition that built awareness of SLS’s campaign for all Australian’s to give, get involved and be safe, as well as a contribution in excess of \$175,000 of a pair of high-tech waterproof binoculars to every surf life saving club in Australia.

The lightweight entry-level D3100, which went on sale in September 2010, is equipped with Nikon’s new 14.2-megapixel CMOS image sensor, refined EXPEED 2 image processing system and Full (1080p) HD movie recording with full autofocus, guarantees to deliver exceptional high-definition images and video of superior quality, even for first time DSLR users.

James Murray, Nikon Australia Sales & Marketing General Manager said “Nikon is proud to support Surf Life Saving, whose members performed 4605\* individual rescues this summer. We are thrilled that we can contribute this significant amount to help the great efforts of surf life savers on our local beaches.”

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More information on the D3100, visit [www.mynikonlife.com.au/gear/digital-slr-cameras/d3100](http://www.mynikonlife.com.au/gear/digital-slr-cameras/d3100)

More information on Nikon’s partnership with SLS, visit [www.mynikonlife.com.au/sls](http://www.mynikonlife.com.au/sls)

Image available on request

For further information, please contact Zing - Lara Wilson | [lara@zing.net.au](mailto:lara@zing.net.au) | 02 8303 6464

\* Figures from Surf Life Saving Australia. Rescues based on the period 01/12/10 to 28/02/11.