



PRESS RELEASE

For Immediate Release

For More Information, contact: Heather Wendt

wendthb@uproarcom.com

www.uproarcom.com

734.975.8888

Date: January 10, 2006

Release Date: January 10, 2006

ANN ARBOR SURPRISES – ADOBE PHOTOSHOP CREATOR SUPPORTS THE PHOTOSHOP SOUP2NUTS CONFERENCE

Ann Arbor is full of surprises. To many, it comes as a big surprise that the gentleman, who created and continues to nurture Adobe Photoshop, lives and thrives in the Ann Arbor community. Thomas Knoll and his wife Ruth quietly go about making all sorts of differences in the world of digital imaging and philanthropy as well.

Ruth Knoll has committed herself to making sure that the marvelous creation known as Photoshop is offered for scrutiny and pleasure to those who may never have otherwise had the opportunity to pick up a digital camera, let alone gotten creative with it. She works doggedly on an annual basis to organize and run an annual Ann Arbor conference known as Photoshop Soup2Nuts. This year is no exception. The fourth annual conference is on June 23 and 24, at Washtenaw Community College.

Laden with the exceptional experience of many internationally renowned names in digital photography such as, Katrin Eismann, Bruce Fraser, Ben Willmore, Seth Resnick, Jeff Schewe, Scott Kelby and Carl Sams, this two day conference is a steal at \$350. If time is an issue, a mere \$25 will get you a peek at some of this outstanding talent. Do not miss this event if you are at all interested in digital photography as all areas of digital imaging are explored and explained.

The Photoshop Soup2Nuts Conference has become a fundraising effort of the Andrah Foundation, Ruth and Tom Knoll's family foundation established in 1995 and registered as a 501 C (3) in the State of Michigan. Ruth's annual goal is to make enough money at this conference to, in turn, fill some hefty grant requests. This year's beneficiaries include the following:

- Washtenaw Community College:
To fund a scholarship endowment that will help students' perpetuity, guaranteeing, that for deserving students, financial hardships will not be a barrier they face in getting an education.
- Michigan Women's Foundation
To support the Young Women for Change Program in Washtenaw County to make grants of \$1000 to \$5000 to organizations seeking to advance girls' skills in math, science, and technology.
- Michigan Center for the Photographic Arts
To support our Photographic Art Education Project aimed at elementary students and art teachers. This project is a free, intense photography workshop for children and teachers in urban and rural areas.
- Michigan Theater
To support the recently implemented Young Filmmaker Program targeted at high school-aged youth. The Young Filmmaker Program is intended to encourage media and cinema, literacy in youth, and provide a form for their artistic expressions. This is accomplished by encouraging and supporting MicroCinema filmmaking by high school-aged youth utilizing high quality digital cinema equipment.

The Photoshop Soup2Nuts Conference is open to anyone remotely interested in digital imaging, graphic design, videography, and technology. Registration is taken online at www.photoshopsoup2nuts.org or by calling 1-888-600-soup (7687)

###