**Press release**

 **Warsaw, 26th November 2014**

**Can there be a greater joy than this shining from people**

**who enjoy life despite cancer?**

[**www.photosfor.life**](http://www.photosfor.life) **– the world’s only photo stock, where happiness is real**

**Photos for Life – the world’s first charity photo bank goes live worldwide**

“Photos for Life” – the first charity bank of stock photography has been launched today worldwide. At [www.photosfor.life](http://www.photosfor.life/) you’ll find unique photos, which feature people with cancer, as well as those, who have already overcome this serious illness. “Photos for Life” is an initiative, which changes the way we think about cancer. All profits from the sales of photos will support therapy of cancer patients, beneficiaries of the Rak’n’Roll Win Your Life! foundation.

- “Photos for Life” proves that cancer is not a death sentence. That people with cancer have a normal live, families, dreams and hobbies. They celebrate life. Every minute of it. Thanks to this project we are able to make them more visible to public to inspire others. - says Jacek Maciejewski, board member at the Rak'n'Roll Win Your Life! foundation which provides aid to people suffering from cancer and attempts to change the way the illness is perceived by the society.

The Rak’n’Roll foundation has invited selection of people across Poland to join the project. Among them you will find men and women, young and old, mothers and fathers. Each person has a different story, but what they all have in common is an experience of cancer. Despite cancer, they love life and want to show it to the world – and that’s what Photos for Life stands for.

- I was the professional rugby player for one of the best teams. Cancer changed my life completely. It was difficult for me and my relatives. But during this time I came to the conclusion that my passion for sport can help me to fight cancer. It was the match of my life and I won it. For me this project is a chance to say to all the people who struggle with serious illness: ’’always fight till the end and never give up’’. – says Michal Rebisz, one of the Photos for Life heroes.

At [www.photosfor.life](http://photosfor.life) you’ll find beautiful, professional stock photos, which we often see on magazine covers, websites and in ads. The photos were taken by the best Polish commercial photographers from the SHOOTME agency, such as: Jacek Poremba, Karol Grygoruk, Paweł Fabjanski and Łukasz Zietek. The project currently features over hundred photographs divided into seven popular categories, like: Family, Friendship, Career, Relax, Sport, Hobby and Nature. Pictures in Photos for Life are available under the very same rules as images in other stock photography databases and can be used in any commercial project, such as ATL and BTL campaigns or in digital communication.

The ’’Photos for Life’’ project is aimed at companies and individuals. Prices starting from $75 will get you photos in web, magazine, and book-friendly formats. Everyone can support the cause by purchasing photos for a private use for as little as $8. More photos will be added to the stock in the coming weeks. The campaign’s creators hope that the use of high-quality photos from the “Photos for Life” bank will become common practice in Poland and worldwide.

“Photos for Life” is a project executed by the Rak'n'Roll Win Your Life! foundation in cooperation with Isobar agency in Poland. Photo-shoots and cooperation with photographers is managed by the SHOOTME agency. Flash Press Media is responsible for sales and licensing support. Dentsu Aegis Network group brands support project in Poland and abroad.

* End -

**About the Rak’n’Roll Win Your Life! foundation:**

The Rak’n’Roll foundation was established in October 2009 at the behest of Magda Prokopowicz who, after her own experiences with cancer, wanted to help fellow patients. Since its very inception, the foundation’s goal was to create a new quality in the way cancer is perceived by the society. Breaking taboos concerning the way cancer is approached in Poland, spreading positive energy, and demystifying the condition. Rak’n’Roll is a foundation set on changing how we think about tumor-related illnesses and strives to improve the quality of live for cancer sufferers. Find out more on Facebook [@FundacjaRaknRoll](http://www.facebook.com/FundacjaRaknRoll)

**About Isobar in Poland:**

Isobar in Poland, previously known as Hypermedia Isobar, was established in 1996 and is one of the most experienced marketing communications agencies in Poland. Since 2005 it has been part of Isobar – a global network of digital agencies which employs more than 3,000 people in 67 offices on 40 markets. Isobar in Poland specializes in providing services in the realm of creation, strategy, technology and media. Isobar Poland’s clients include: Procter&Gamble, Adidas, Ferrero, Opel, Mattel, MasterCard, Jeronimo Martins, Arla Foods and Pernod Ricard. Find out more on Facebook @[IsobarPoland](http://www.facebook.com/IsobarPoland) and Twitter @[IsobarPoland\_](https://twitter.com/isobarpoland_)

Isobar is a global full service digital marketing agency, driven by the purpose to deliver borderless ideas enabled through technology, to transform businesses and brands.  We have over 3,000 digital pioneers in 67 offices, across 40 markets worldwide. In 2013 Isobar won over 170 awards, including 18 Agency of the Year titles and we have won two consecutive, Asia-Pacific Agency Network of the Year Awards. Key clients include adidas, Avis, Coca-Cola, Disney, General Motors, Google, HBO, Kellogg and P&G. Isobar is part of the Dentsu Aegis Network, a wholly owned subsidiary of Dentsu Inc. [www.isobar.com](http://www.isobar.com/)

**About SHOOTME:**

SHOOTME is a photographic agency established in 2006. It represents the best Polish commercial photographers such as Jacek Poremba, Paweł Fabjański, Łukasz Ziętek, Jacek Kołodziejski, Karol Grygoruk. SHOOTME is also a production house in permanent cooperation with ad agencies such as Isobar, Ogilvy & Mather, BBDO, DDB, TBWA, Saatchi & Saatchi, Publicis, among others. Besides photo shoots, including those for major image campaigns, the company produces video footage, motion graphics, and interactive animation. Their portfolio includes works for clients such as T-Mobile, Play, Orange, Cropp, Samsung, Procter&Gamble, and PGN. More at [www.shootme.pl](http://www.shootme.pl)

**About Flash Press Media:**

Flash Press Media was established in 1995 as a “photo, take, and music bank” photographic agency. From 1997 until the end of January 2014 it cooperated with Getty Images. In that period of time Flash Press Media had provided services to thousands of clients, both Polish and international. Agency licensed hundreds of thousands of audio and visual materials, and “sold” almost a million photos, takes, and audio clips.

Flash Press Media cooperates with the largest publishers and ad agencies on the Polish market, as well as ranks of other companies from and outside the media industry. Details at [www.fpm.com.pl](http://www.fpm.com.pl)

**About Dentsu Aegis Network:**

Part of Dentsu Inc., Dentsu Aegis Network is made up of eight global network brands - Carat, Dentsu, Dentsu media, iProspect, Isobar, mcgarrybowen, Posterscope and Vizeum and supported by its specialist/multi-market brands including Amnet, Amplifi, Data2Decisions, Mitchell Communications (PR), psLIVE and 360i. Dentsu Aegis Network is *Innovating the Way Brands Are Built* for its clients through its best-in-class expertise and capabilities in media, digital and creative communications services. Offering a distinctive and innovative range of products and services, Dentsu Aegis Network is headquartered in London and operates in 110 countries worldwide with over 23,000 dedicated specialists. [www.dentsuaegisnetwork.com](http://www.dentsuaegisnetwork.com/)

**For more information please contact:**

**Katarzyna Szlendak**

PR Manager

Dentsu Aegis Network

Tel: +48 *883 365 746*

katarzyna.szlendak@dentsuaegis.com

**Monika Witoń**

Senior PR Specialist

Dentsu Aegis Network

Tel: +48 734 172 721

monika.witon@dentsuaegis.com

**Nikola Ciesielska**

Media Relations

Rak’n’Roll Win Your Life! foundation

Tel: +48 606-276-097

nikola@raknroll.pl