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Press Announcement

WALKOPEDIA TRAVEL WRITING AND PHOTOGRAPHY COMPETITIONS

Walkopedia (www.walkopedia.net) is announcing new competitions for:

- **The best travel writing** about a walk or hike.

<u>Prizes:</u> Winner: a Daunt Books book token worth:	£500
Runner-up:	£200
Junior Prize: best under 18 entry:	£200
Best entry from a <i>First Story</i> * student:	£200
	£100 (Runner-up)

*The excellent First Story charity was set up to nurture and inspire creativity, literacy and talent in British schools. See www.firststory.org.uk.

- **The best photographs** taken on a walk or hike.

<u>Prizes:</u> Winner:	£400
Runner-up:	£200
Junior Prize: best under 18 entry:	£200

We expect to announce the winners in March 2012. We will publish the winning pieces and photographs on the Walkopedia website.

Walkopedia is not about peak-bagging or self-flagellation. We will judge your writing or your photographs based on how vividly and passionately they convey your experiences on your walk or hike. Whether you are writing about or photographing your wander through a city, a trek up in the mountains or even a quick walk to the shops, we like to see conciseness and humour in writing, and a lively and evocative eye for what's going on around you in all entries.

The judges for the travel writing competition are:

William Mackesy, travel writer and founder of Walkopedia.

William Fiennes, best-selling author of *Snow Geese* and co-founder of First Story.

Serena Mackesy, best-selling novelist, travel writer and journalist.

The photography competition will be judged by Walkopedia staff.

Further judges may be appointed. The judges' decisions will be final.

Entries and detailed terms of the competitions:

- As long as your writing or photograph relates to a walk or hike you have made, you can describe or capture any event or scene you like.
- Entries must be received in digital form by no later than 31 December 2011.

- In the case of writing, entries must be less than 1,200 words.

The above is a brief summary only of the key terms of the competitions. Find the entry form and the detailed rules and terms of the competitions at <http://www.walkopedia.net/competitions.asp> .

About Walkopedia

www.walkopedia.net is an interactive directory of *the world's best walks and hikes*.

Our site is not yet complete or definitive, but it is getting there. **Our aims** are:

- To have as close to a definitive list of the world's best walks and hikes as can be achieved, by 2020. This requires daunting levels of research –and walking.
- To give good travel writing about, and pictures of, the best walks and hikes.
- To give you good information and links, to help you plan an expedition.

The world's 100 best walks: William Mackesy is on a long quest to identify the world's 100 best walks. See our current Top 100 at <http://www.walkopedia.net/100-best.asp> . William is tackling and assessing all the walks himself, and has so far done around 40% of the likely best walks.

Identifying the best walks requires a system as well as stamina: but what are the essential ingredients of a great walk? Outstanding beauty is not sufficient on its own (there are thousands of beautiful walks), so beauty can only be a starting point. It is some special charisma, often combined with a natural wonder or literary or historical association, which propels a walk into the highest ranks. Adjustments are needed for miseries such as crowding and altitude, as they will reduce enjoyment of these walks. William has developed a marking system that balances between these varied factors. *See our walks assessment system* at <http://www.walkopedia.net/walks-grading.asp> .

You can help to develop the final, definitive, list. Your *suggestions* for candidates, and *comments* on walks, will be very welcome.

The LA Times recently said:

Web Buzz: Walkopedia.net lists the world's best walks

William Mackesy does enough walking to have a list of the 100 best places on Earth for it.

By Jen Leo Special to the Los AngelesTimes

December 18, 2010 10:00 a.m.

Walkopedia.net lists the world's best walks, as chosen by passionate walker William Mackesy.

What's hot: "The World's 100 Best Walks" roster is a must-read, whether you love to hike or are simply curious about treks in a country you're planning to visit. Britain-based Mackesy has an intricate rating system that you'll find under "walks grading." Don't be surprised if a well-known trail is not on the list; beautiful views do not guarantee a spot. The site includes a difficulty grading, a note about whether a walk can be tackled in a day; and a great tool on the homepage (upper right corner) that enables you to search for a walk by continent, country or keyword.

Kate Humble chooses Walkopedia as one of her favourite websites

In March 2011, Kate Humble, the popular BBC TV presenter and broadcaster, chose Walkopedia as one of her six favourite websites for The Good Web Guide - see <http://www.thegoodwebguide.co.uk/lifestyle/shopping/guest-edits/kate-humble-favourite-websites/13325>. Their newsletter can be read here, <http://eepurl.com/cTUTo>.