



RELENTLESS COURAGE

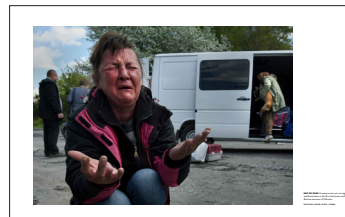
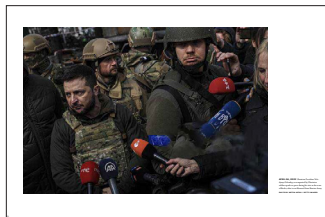
UKRAINE AND THE WORLD AT WAR



From the front lines of the war in Ukraine comes this compelling collection of 200+ images from world-class photojournalists that displays the tremendous sacrifice and loss suffered at the hands of war, alongside the tremendous patriotism, valor, and resilience of the Ukrainian people as they stand up for freedom at home and around the world.

"What happened to Ukraine after Moscow's invasion? Look no further. The photographs in this book are by some of the world's best photographers, and provide an unflinching look at the hell wrought by Russia. This is extraordinary and vital work." —Pulitzer Prize-winning journalist David Hume Kennerly

As the world has watched on in horror, we have also been deeply moved by the Ukrainian people's tenacity and courage as they have defended their right to a normal life and values shared by us all. This important photo book is a visual, historical record that captures the country's heroic resistance against some of the profound suffering since World War II and reminds us of our shared humanity and what's at stake when independence and freedom come under attack.



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200+ stunning images from world-renowned photographers, including portfolios from some of the world's most respected photojournalists:

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MARKETING PLANS

BOOK LAUNCH AND PHOTO EXHIBIT AT UKRAINE HOUSE IN DC: Confirmed book debut on October 14, 2022, which is the Defenders of Ukraine public holiday, at the Ukraine House in Washington D.C. Event to be hosted by the Ukrainian Embassy and feature a photo exhibit with images from the book and appearances by 3-4 (at minimum) book contributors. All members of U.S. Congress and other key policymaker and influencers will be invited.

BOOK DONATION AND OUTREACH TO KEY POLICYMAKERS: Publisher donating 550 copies to Ukrainian Embassy to be gifted to key policymakers and influencers.

PARTNERSHIP WITH THESKIMM: Confirmed press coverage by TheSkimm across all channels, including pre-order promotion in Daily Skimm newsletter (7M potential audience), photo essay on Skimm website, and interview with one of the book's photographers on Skimm This Podcast.

NATIONAL AND INTERNATIONAL PRESS: National (i.e., The New York Times, Washington Post, NPR, PBS, Time, CBS Sunday Morning, MSNBC, CSPAN, etc.) and international (i.e., International Herald Tribune, France24, Deutsche Welle, Euromaidan, etc.) TV, print, and digital media outreach with press releases, sample photos, and interviews with key contributors to the book.

PHOTOGRAPHY BLOGS AND PODCASTS: Book will be pitched to industry blogs (including NY Times' The Lens, The Nikon Report, B&H Report, This Week in Photography, F-Stop) and podcasts (including Around the Lens, Multimedia Week, No Filter).

INFLUENCER CAMPAIGN: Book will be sent to other key journalists, bloggers, thought leaders, and news and current events influencers online and social media for promotion.

PAID ADS: Targeted paid ad campaign across web and social media.

LIBRARY MAILERS: Mailers will be sent to libraries.

AWARD SUBMISSIONS: Book and/or images will be submitted to The Pulitzer Prize, World Press Photo, Pictures of the Year International, National Press Photographers' Association, White House News Photographers' Association.