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CONTACT: Ronele M. Dotson, RAD Strategies
775.323.6333 / media@radstrategiesinc.com

Corey Rich Presents “Stories Behind the Images” *Lessons from a life in adventure photography*

CARSON VALLEY, Nev. (Oct. 11, 2019) – Renowned adventure photographer, filmmaker and Nikon Ambassador based in South Lake Tahoe, Corey Rich, introduces audiences to his life in front of and behind the camera for an up-close personal experience into what it takes to follow your passion. Tied with the launch of his new book, “Stories Behind the Images,” Rich provides a narrative overview of his journey Sunday, Oct. 20 at 6:30 p.m. at Genoa Town Hall, Genoa, Nevada, starting with a book signing.

The event, sponsored by Visit Carson Valley and the Town of Genoa, includes non-host cocktails, book signing, presentation, questions and answers and a raffle. All proceeds benefit The Boys and Girls Club of Western Nevada Carson Valley Branch. Admission is free and space is limited. [Online](#) RSVPs are encouraged. For a sneak peek of the 56 images and a preview video, visit online at StoriesBehindTheImages.com.

According to Rich, “Long ago I learned that the technical part of any job is 10 percent. Creativity, problem-solving, optimism and surrounding yourself with intelligent, hardworking people is the remaining 90 percent. When you know how to be creative and assemble the right team, that's when all great things come.”

The book, a compendium of 56 images, documents Rich’s career focusing on the people, the places and memories made in creating his photographs. His work has taken him around the world and he has worked with adventure icons such as Alex Honnold, Bear Grylls, Tommy Caldwell, Kelly Slater, Beth Rodden, Chris Sharma, David Lama, Rebecca Rusch, Fred Beckey, Ashima Shiraishi and more.

Rich’s background is in photojournalism and photography, particularly in adventure sports. He started out in college traveling around the country on his own dime in a beat-up Honda Civic with a brick of slide film to shoot rock climbing. That was in the mid 1990s when climbing was still an obscure sport and the world of extreme and adventure sports was just beginning to enter the mainstream. Rich was there to tell the stories of athletes like climbing legend Chris Sharma, kayaking pioneer Eric Jackson and world champion surfer Lisa Anderson. For Rich, it was all about following his passion, which in turn, took him on a journey of a lifetime.

Rich has worked on projects with Anheuser-Busch, Apple, Columbia Sportswear, Discovery, Energizer, Ford, Mazda, NBC, New Mexico Tourism, Nevada Tourism, Nike, Nikon, The North Face and Patagonia. His work has appeared on close to 100 magazine covers, including the New York Times Magazine, Sports Illustrated and National Geographic.

On why he lives at Lake Tahoe, Rich said, “I chose to live in one of America's great outdoor playgrounds for its skiing, climbing and biking opportunities because I believe that living in a place that inspires your passions directly translates into doing the best work of your life.”

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