



FOR IMMEDIATE RELEASE

Surrey Through My Lens - Showcasing six authentic photo essays about Surrey through the lens of local photographers

SURREY, BC (Nov. 14, 2022) – Discover Surrey’s newly launched local photography and advocacy campaign, “Surrey Through My Lens,” brings together six local amateur photographers to share a visual of what it is really like to live in and visit Surrey from a range of perspectives. Each photographer is local to one of Surrey’s six distinct neighbourhoods (Cloverdale, Guildford, Newton, Fleetwood, North Surrey, and South Surrey); their local insight puts them in a unique position to capture an authentic story of the neighbourhood’s true essence and highlight local businesses that are a part of Surrey’s distinctive tapestry.

“Surrey has always been welcoming to new residents and visitors from across Canada and around the globe. This has been a key element that has transformed Surrey into a vibrant urban city that will soon be the largest in BC. Because we connect with so many different people from a diversity of businesses and cultures, the customer experiences that the brand delivers vary,” says Ange Chew, Executive Director for Discover Surrey. “By connecting with locals and providing information through storytelling, we hope to showcase the community’s pride and encourage visitors to create and share their own True Surrey experiences.”

Every two weeks we will release a new feature focused on one of Surrey’s six neighbourhoods and its visual storyteller. Each photographer has a deep connection with their community and neighbourhood that helps them say, “this what Surrey looks like through my lens,” in a compelling and personal way. The result is a unique marketing campaign that delivers an authentic, local photo essay of Surrey. The photographers showcasing Surrey are:

Angie Bunnell – *Cloverdale* – Angie’s family connection to Surrey dates back five generations.

Ron Villanueva – *Guildford* – A self-described “Surrey Lifer”, Ron uses photography to share his love for the city.

Kiran Kumar – *Newton* – Kiran is a software engineer by day with a love for travel, exploration and food.

Roland Kaufman – *South Surrey* – Roland is a new father with a newfound desire to explore close to home.

Arjun Hair – *Fleetwood* – Born and raised in Surrey, Arjun counts the city as “part of his DNA”

Sowjanya Kanaparth – *North Surrey* – A recent immigrant to Canada, Sowju loves discovering new things in familiar places.

Behind every new discovery is a story - an experience, a memory, and the start of a special journey. Known for its eclectic mix of green spaces, tidal beaches, urban development, world-class multicultural culinary scene, spectacular golf, and history, what really sets Surrey apart is its people. People who are proud, diverse, and authentic. Discover Surrey is proud to be sharing Surrey’s story. It’s one we’re excited about because it’s constantly growing and evolving. That’s why Surrey through my Lens is so special. It’s a way of telling Surrey’s story through the lens of everyday people, capturing a moment in time and highlighting special elements of the city’s ever-growing and evolving landscape.

Visit DiscoverSurreyBC.com/explore/surrey-through-my-lens regularly to see each new feature. Readers are invited to share how they see Surrey through their own lens by uploading a photo using the provided form on the campaign’s home page for a chance to be featured.



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About Discover Surrey

Discover Surrey is the official Destination Marketing Organization (DMO) for the community of Surrey, operating as an independent, non-profit organization, governed by a volunteer Board of Directors representing various sectors of the tourism industry. Discover Surrey's ultimate goal is to increase awareness of tourism opportunities in Surrey and increase the number of overnight visitors. Surrey is one of the fastest-growing municipalities in BC and the second largest city by population next to Vancouver.

#TrueSurrey #DiscoverSurreyBC

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