

**FOR IMMEDIATE RELEASE**  
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**Controversial photographer wins 'shoot out' competition  
for Scottish Widows' 2007 Calendar**

Scottish Widows, one of the most recognised financial services brands, has commissioned acclaimed Scottish photographer David Boni to work on its first calendar following a 6-way competition. The calendar will feature the Widow, played by Hayley Hunt, and will be produced as a limited edition of only 500 copies. The leading pensions provider intends to distribute the calendar to only a carefully selected group of people.

David Boni, known for his cutting edge and controversial photographic work (*Extinguished, 2006*), triumphed from a field of six leading Scottish photographers who were all invited to submit an image that illustrated their vision for the calendar. These images were displayed at the Scottish Widows head office, where staff were asked to vote for the winning entry.

David's winning image was shot in the full moonlight at Fingal's Cave on the remote island of Staffa, off the west coast of Scotland. It portrays the icon of the Widow as the controlling element and a reassuring force within the ebb and flow of the natural elements.

David Boni, who broke a rib in the process of taking the winning shot, says, "The images for the calendar will be shot in remote and atmospheric locations, chosen for their beauty and drama, with the Widow at the heart of each image appearing strong and in control. The mood of each image stirs emotions of empowerment and evokes an absolute knowledge that by preparing for the future with Scottish Widows, throughout life everything is possible."

His award-winning work will set a precedent for all British photographers and with this in mind, Scottish Widows now envisages the calendar as a photographic competition for future generations of British photographers to enter.

Mike Hoban, Marketing Director at Scottish Widows said: "The Widow is a huge icon in the financial services world. We want to extend how we use her into some exciting new areas, such as the calendar. With David's talent, and the fact that there are only 500 calendars available, we're sure it will be a 'must have' not only this year, but also in future years."

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### **David Boni's biography**

After spending four years working under some of the world's finest photographers in London, David Boni returned to Scotland to set up The Picture House UK (TPHUK) which became the largest photographic studio in Scotland. Under TPHUK umbrella came offers of bigger and better commissions, and David's photography evolved to the extent that he was asked to direct his first television commercial which became the longest running advert on Scottish TV. He now has over sixty commercials under his belt. David continues as both a stills photographer and a director, producing work that generates acclaim and controversy in equal measure. David Boni is represented by The Moretti Agency.

### **For further information, please contact –**

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**Scottish Widows** was founded in 1815 as Scotland's first mutual life office. Becoming part of the Lloyds TSB Group in 2000, Scottish Widows has become one of the most recognised brands in the life, pensions and investment industry in the UK. The product range includes ordinary long term insurance, such as life assurance, pensions, annuities and permanent health insurance, and savings and investment products. Using a multi-sales network of Financial Advisers, Direct Sales, Direct Marketing, the Internet and via the branch network of Lloyds TSB, Scottish Widows currently employs about 4,000 people.

Scottish Widows news releases appear on our website at [www.scottishwidows.co.uk/mediacentre](http://www.scottishwidows.co.uk/mediacentre)