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For Immediate Release

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Better Moments PhotoWalks expands to Sofia

- Better Moments now offers private PhotoWalks in Sofia, Bulgaria
- Explore the city's landmarks together with a professional photographer as your guide - and bring two friends for free!
- The local guide provides expert advice on both photography and local scenes of interest.

Allerød, Denmark – 09 Jan 2019:

Better Moments has just expanded its offer of PhotoWalks to Bulgaria with Sofia being the newest addition to the list of guided photography tours. The Bulgarian capital boasts onion-domed churches and ostentatious Soviet buildings blending into modern urban city life, offering photographers plenty of visual trinkets for their explorative nature.

"Sometimes an opportunity arises that you didn't plan for, which was exactly the case with Sofia. Although Sofia was not on our immediate list of cities we are planning on opening up for the 2019 season, we were fortunate to get in contact with local photographer Jordan Hristov to build a team that fully meets our high standards of delivering great photographic experiences in the beautiful capital of Bulgaria. I am very excited to add Sofia to our constantly expanding list of interesting cities to visit", says PhotoWalks manager Anders Espersen.

Since 2018, Better Moments has been offering PhotoWalks in major cities like Copenhagen, Berlin and Paris, providing photo enthusiasts with the opportunity to explore a city through the lens of their camera - from famous city landmarks to the hidden gems only known to locals. Typically, there is also offered a tour during

evening hours to capture the transformation between day and night when the lights come on.

“Our guides are locals and know the best spots and angles for taking photos. Moreover, they are all professional photographers as we want to ensure that our guests travel home more knowledgeable and with beautiful photos on their memory cards”, Espersen says.

For Euro 295,- photo enthusiasts can book a 3-hour tour with the local guide - and even bring two friends along for free.

In the coming months, Better Moments PhotoWalks is planning to expand further, also beyond Europe, and is therefore encouraging professional freelance photographers to get in touch with them if they are interested in a cooperation.

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About Better Moments PhotoWalks

Better Moments PhotoWalks, is a provider of professionally guided photography tours in cities all over the world. We want to offer our guests a unique opportunity to photograph both the famous landmarks and the lesser known sites of any given city with guidance by a knowledgeable local guide who is able to give our guests expert advice on both photography and local scenes of interest. It is our ambition to become the leading provider of inspirational and educational tours in all major cities around the world, powered by one simple, centralised booking platform.

About Better Moments

Better Moments was founded in 2011 by Christian Nørgaard and Philip Boissevain, two experienced veterans of the international professional photography industry. By now, Better Moments has become a leading photo workshop platform organizing high-end workshops for passionate photo enthusiasts worldwide. The workshops create unique opportunities for our guests to learn from the world's best photographers within their fields, such as Steve McCurry, Michael Nichols or Sisse Brimberg as well as working with high end equipment from partners like Phase One or Hasselblad. Workshop participants learn to refine their personal style and sharpen their technical skills in stunning, remote and highly scenic locations, for instance Bhutan, Namibia or Iceland. We want our guests to explore their passion and excitement for photography – and to enjoy great moments in life.