



Annual Pilgrimage of Remembrance and Hope, “March of the Living,”

Enables Participants to Share their Journey with the World

Program equips students with Polaroid® digital cameras and memory cards during educational trek in Poland and Israel

The International “March of the Living” program, a two-week long trek across Poland and Israel that honors Holocaust survivors, today announced a new initiative that will document people’s experience via digital cameras from *Polaroid*. Taking place this April, the program will equip high school students with the cameras as they travel together through historical sites and take part in annual ceremonies. Their images and video of the journey will also be placed on the *Polaroid Studio* website at www.polaroidstudio.com.

Since its founding in 1988, the March of the Living has brought close to 150,000 people from around the world to Poland where they visit historical sites and receive education about the Holocaust. The 2010 program will consist of some 10,000 students representing over thirty nations and including people of all backgrounds, races and religions.

Pictures and video taken during the March of the Living will allow students to easily record and share their experience of the journey, including lessons from Holocaust survivors that will provide life lessons of survival and hope.

“We are deeply appreciative to be able to partner with one of the world’s leading imaging companies in this most important effort,” said a spokesperson for the March of the Living. “*Polaroid’s* unique sense of vision in making this documentation program possible will ensure that people all over the globe will be able to better appreciate the realities of the Holocaust and join our ongoing effort to promote a more tolerant and hate-free world.”

As part of the educational program, students will visit sites around Poland to honor and hear from survivors of the events that took place during World War II. The journey will lead all 10,000 participants to a special ceremony in Auschwitz on April 12, Holocaust Remembrance Day. There, they will be joined by international dignitaries to pay tribute to the 1.5 million people who lost their lives at the concentration camp at Birkenau before the camp’s liberation in 1945.

“This once in a lifetime experience has helped thousands of students understand the history of their culture,” said the March of the Living spokesperson. “With the help of our generous partners including *Polaroid*, this year’s program will allow students to share special moments and create long-lasting bonds.”

The donation was made possible due to the generosity of *Polaroid* brand partners Summit Global Group, who provided the digital cameras, and PNY Technologies® for the SD memory cards provided to store the photos and video captured during the events.

About Polaroid

Across several generations, people regard Polaroid as one of the most trusted, well-respected and recognizable names when it comes to instant photography. Polaroid began more than 70 years ago with polarized sunglasses, evolved into instant film, camera and camera accessories, and in recent years has expanded well beyond into flat panel televisions, portable DVD players, digital photo frames, digital HD camcorders, waterproof digital cameras and more. People can expect to see new products from Polaroid that will deliver the fun, instant gratification and value for which the brand has long stood.

About the Summit Global Group

The Summit Global Group is a worldwide consortium of leading design, development, and distribution firms for imaging products. Headquartered in Salt Lake City and with offices in New Jersey, Boston, United Kingdom, Tokyo, and Hong Kong, Summit Global manages the licensing, production, and distribution needs of a worldwide clientele (www.thesummitglobalgroup.com). Summit Global Japan KK is based in Tokyo Japan with a mandate to deliver best-in-class service to the Japanese marketplace (www.thesummitglobalgroup.jp).

About PNY Technologies, Inc.

Established in 1985, PNY Technologies®, Inc. celebrates 25 years of excellence as a leading manufacturer and supplier of flash memory cards, USB flash drives, solid state drives, memory upgrade modules, as well as consumer and professional graphics cards. The company's Photography-Videography, Mobility, 3D Gaming-Visualization and Business solutions are widely available from major retail, e-tail and wholesale outlets internationally. Headquartered in Parsippany, N.J., PNY maintains facilities in North America, Europe, Asia and Latin America. www.PNY.com

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