

pure expressions PHOTOGRAPHY

laughter A BLUSH *a Hug* PASSION *emotion* LOVE



WHAT'S INSIDE ...

Portraits of Love, Neighbor Helping Neighbor, Family Portrait Gift Away, Session Tax Write off, Sales Tax hike, Food Drive coming!, A story from Aimee, Meet Shannon, How'd they do that?

Season of Giving

I walked out of my house this morning to bright sun and a crisp, brisk breeze that actually made the tiny hairs on my arm stand up. Cool, clean, dryer than most mornings in North Carolina.

Seventy degree air had memories jump to the surface — football games at North Forsyth High School (way back when), the NC State Fair, colorful leaves of the fall.

I love the emotion the change in the weather brings out. Motivation. Anticipation. Inspiration. It makes me want to be a better person.

I call it the Season of Giving.

Find Us Online

We're keeping up with the Jones'. If you are too, join us!



Moving Moment!

Congratulations to our July 2009 Moving Moment!

PURE
Expression

noun
ex·pres·sion
indication of
feeling, spirit,
character, etc., as
on the face, in the
voice, or in artistic
execution
(dictionary.com)

Agree?



NEIGHBOR HELPING NEIGHBOR

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HELPING
NEIGHBOR

In support of the
WESTERN WAKE CRISIS MINISTRY

FAMILY PORTRAIT GIFT-AWAY
ACCEPTING NOMINATIONS SEPTEMBER 1 - 20, 2009
EMAIL TO : [INFO@PUREEXP.COM](mailto:info@pureexp.com)
1500 TOWN SQUARE DRIVE, SUITE 104, APEX, NC 27502 | WWW.PUREEXPRESSIONPHOTOGRAPHY.COM

Nominate a family for our
annual family portrait Gift Away.

Give away package value \$1500!
• One Artist's Choice Package
• One Lifestyle Gallery Wrap Canvas
• 50 custom designed holiday cards

Send your 50 word summary about
your nominee by September 20th

919.362.9039

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NEIGHBOR
HELPING
NEIGHBOR

In support of the
WESTERN WAKE CRISIS MINISTRY

\$25 TAX WRITE OFF!
SEPTEMBER 1 - 30, 2009
STUDIO & STAFF SERVE THE GREATER RALEIGH-DURHAM AREA
1500 TOWN SQUARE DRIVE, SUITE 104, APEX, NC 27502 | WWW.PUREEXPRESSIONPHOTOGRAPHY.COM

\$25 of your session fee will be *donated* and
you can write it off! Here's how:
Schedule your Mini, Half or Full session with
us and we'll *discount* it by **\$25!**
On the day of your session, bring a check
made payable to:
HWCM for \$25 (it's the donation!)
You get the tax write off and a reduced
session fee too!

919.362.9039

NATURE GIRLS

Written by Aimee Laine

Photograph by Emily Camp

Nausea. Nerves. Worry. Envy. Carin was as green as the moss covered log in front of them. She tried to focus on a point in the distance. Instead, she closed her eyes, took a deep breath and tentatively reached to place one toe on the edge. She bristled at the feel and quickly replaced her foot.

"All you have to do is tiptoe across." The encouragement wasn't helping.

Jaime was the only reason Carin stood shoeless amidst the worn and tired trees, long since overgrown from the last battle of wind.

"C'mon! It's not that hard. Watch."

She peeked through one eye as Jaime casually stepped atop the log. Arms outstretched, she stood deftly, toes pointed, feet curved to fit the arc beneath her.

"See? One foot after the other."

"You'll fall!" Escalated worry forced Jaime to crane her neck around.

"So?"

"You'll get hurt!" Carin threaded her fingers as she clamped her hands together. Tears threatened.

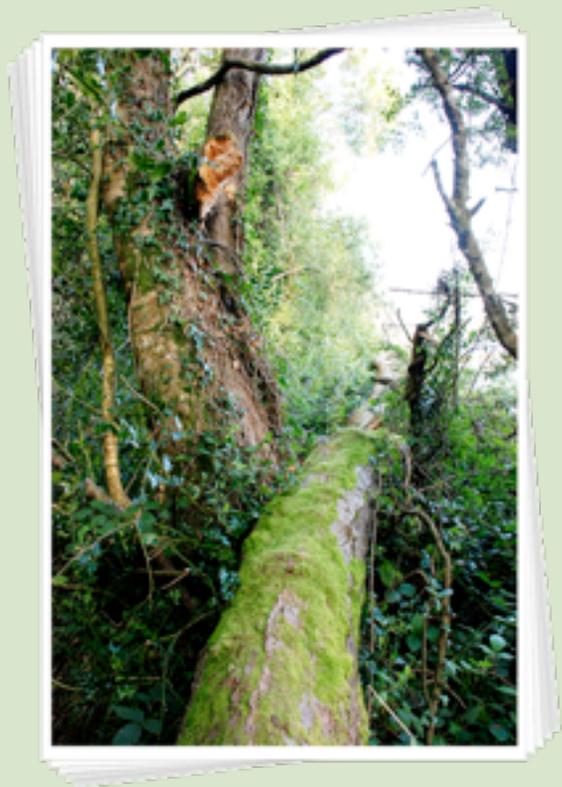
"No I won't. Watch!"

She followed Jaime's movements left and right. A dance as natural as the wind whipping through a willow's branches. Jaime swayed in time with the boughs, swung her toes toward the light and back and raised and lowered her arms in harmony.

The layers of the long, wooden path stretched into forever.

"Worry is all in your mind." Jaime tapped her forehead and took a step farther.

"Life is a balancing act." She spun once on tiptoe before she took another step.



"Let go of what your eyes see." She dug her toes into the moss and leapt into the air then landed expertly.

"Feel it with your soul." She took three steps forward, three steps back and came to rest in what Carin recognized as first position.

"Trust yourself." Jaime motioned with her hand for Carin to step up.

"Trust yourself. Trust yourself. Trust yourself!" Hands fisted at her sides, the strength of her resolve built fervently with each repetition. With one last look to her shoes which lay in the brambles, Carin stepped onto nature's balance beam.

"Now all you have to do is put one foot in front of the other." Counseled by Jaime, she fought to control her balance.

One last time she whispered the words.

With her arms level with the plane below, she followed Jaime and became one of them.

Read more flash fiction at
www.aimeelaine.com



OUR DEPLOYED MILITARY FAMILIES

HELLO!
Shannon in our newest AOIT Intern from Apex High School. She's found her role as our Studio Assistant for the next year before she (hopefully) heads off to NCSU!



Portraits of Love

Pure Expressions Photography is among studios volunteering to help send a piece of home to soldiers abroad.

Designed to help bring a piece of home to soldiers around the world, photographers across the country are opening their studios this September, to offer free family portraits to military family members who have a soldier deployed overseas. The portraits will be uploaded to a website, www.pmdaportraitslove.com, and a print will be sent, free of charge, directly to the soldier in Iraq, Afghanistan, or wherever they are deployed around the world.

The goal of the project is to send 10,000 free family portraits during the month of September.



Military family members should call the studio at 919.362.9039 to make an appointment. A valid military ID will be required to be eligible for this offer.

This project is the photo industry's way of giving back to our soldiers, and thanking them for the sacrifices they have made for our country, said Jerry Grossman, the president of the PMDA who has spearheaded the effort. Our industry is uniquely qualified to bring an important piece of home to our soldiers, and were pleased to be able to organize this effort.

Fujifilm is supplying the free prints to the soldiers and their families.

To reserve your spot please contact us!



HOW'D YOU DO THAT?

Notes from Aimee's Bag of Tricks

Working with kids is a passion of mine. I love finding their crazy personalities and exposing them within the lens of my camera. During a session, we're often goofy, silly, laughing, playing, bouncing, singing and being happy.

Parents (in general) walk in with an idea about their photos -- they want to capture the personalities of each of their

munchkins with each of them looking at the camera. They want them to LOOK happy. They want it all to show.

But it's hard when you have two, let alone three or four or five to pull all of that out.

In our studio, we believe in the use of Photoshop. Yes, yes, yes we do. We'll spend a portion of our time working to get the right shot with everyone together and if that

doesn't work, we move to plan B. *Photoshop*.

The image above? Three separate images, hand designed to create the perfect family portrait.

If this is something you want/need we highly recommend a solid white background as it's the easier to work with.

Camera settings
Specifications: Canon 5D,
Canon 24-70mm, ISO 400,
1/80, f/4.0