

FOR IMMEDIATE RELEASE

New book examines Vancouver's deep history and rich culture, uncovering a place you should be proud to call home.

VANCOUVER, BRITISH COLUMBIA, CANADA, August 3rd, 2015 - Local photographic duo Adam Schelle and Kev Holloway are on a mission to share fascinating stories of Vancouver's past and present in their upcoming book: **So It Is: Vancouver**.

While Vancouver has a global reputation for beaches, mountains and beautiful surroundings, the truly interesting stories are often ignored.

The land has been home to human civilization for thousands of years, and many landmarks you see everyday are characters in stories that teach the virtues of kindness, community and compassion. Many of the Indigenous languages these stories were traditionally told in are now nearly extinct, but a 25-year-old Skwo-mesh man is working to save them.

Vancouver became an official entity in 1886. It burnt down two months later. A construction worker confessed to negligence that caused the fire on his deathbed. Today his family has a street named after them.

The first city hall served as a prison and a morgue, and is now home to a renowned music studio owned by Bryan Adams.

It's a place where each year, scores of restaurant workers fight each other to raise money for charity, where one of Asia's biggest selling artists rides the Seawall on her bike, and where a painter asked us to buy art and not cocaine.

There are pro skaters selling t-shirts on Main Street and Olympic champions studying global financial markets at UBC. It's home to both the woman who helped make the .ca domain a reality and the greatest living Canadian.

In short; it's a living, breathing city - one that we should be proud to call home.

So It Is: Vancouver features portraits and bios of Vancouverites who are tied to the culture and history of the city - showing how we are connected to this space and each other, and how together we drive the culture of our city and define our collective identity.

The portraits will share a common visual element - celebrating our rainforest city by soaking each subject before the shoot. With more than thirty subjects already shot, the duo are launching pre-sales through a crowd-funding campaign on Kickstarter to print the first 2,000 books, which will be ready for Christmas.

To learn more or to find out how to contribute to **So It Is: Vancouver**, visit www.soitisvancouver.com.

About Adam and Kev Photography: Adam and Kev are a Vancouver-based commercial photographers telling stories about their subjects by celebrating the beauty of imperfection. <http://www.adamandkev.com>. They are also the creators and producers of Playground, a music event series and award-winning TV show that brings together a band and an audience to learn a song and record a music video in one night. www.playground.is

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