

FUJIFILM

Value from Innovation

FUJIFILM North America Corporation
200 Summit Lake Drive, Valhalla, NY 10595-1356, U.S.A.
(973)-633-5600
<http://www.fujifilmusa.com/>

FOR MORE INFORMATION, CONTACT:

Alyssa Mahaffey, vice president of communications
(267) 614-9217
amahaffe@fujifilm.com

BACKGROUNDER: *CAPTURING AMERICA*
April 2019

FUJIFILM North America Corporation

Fujifilm North America Corporation was established in 1965 after Fujifilm decided to go global and that offices were needed in the United States and the rest of North America. First continuing with photography and film products, the North America corporation soon grew with the rest of the company. Once digital cameras were introduced, Fujifilm's sales dropped until the release of their Instax instant cameras. Now sold in popular stores such as Urban Outfitters, Instax is one of the most popular instant film cameras. Due to the popularity will these types of cameras, Fujifilm has found a calling among young generations in the United States and across the world.

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Mission Statement:

“At Fujifilm, we are continuously innovating — creating new technologies, products and services that inspire and excite people everywhere.”

“Our goal is to empower the potential and expand the horizons of tomorrow's businesses and lifestyles.”

The Sierra Club

The Sierra Club is a nonprofit environmental organization that was founded in 1892 and is located in Oakland, California. The club aims to protect wilderness in the United States as well as around the globe, end the use of coal and fossil fuels, protect wildlife and endangered species, and increase environmental awareness through local and international outings. The Sierra Club also provides funding to lesser known nonprofit organizations through campaigns/programs such as the “Our Wild America Campaign”. The campaign itself stands as the club’s legacy of protecting “America's public lands and special places” and therefore providing funds and awareness to our national parks.

Mission Statement:

“To explore, enjoy, and protect the wild places of the earth; To practice and promote the responsible use of the earth's ecosystems and resources; To educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives.”

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Capturing America

Fujifilm and the Sierra Club are partnering to host *Capturing America*, a group of weekend photography retreats throughout April 2019 starting April 5 and ending April 28. The event will take place from 10:00 a.m. on Friday to 5:00 p.m. on Sunday at lodges in various national parks on the west coast. The first retreat will take place from April 5-7 at Crater Lake National Park; retreat two will take place from April 12-14 at Arches National Park; retreat three will be from April 19-21 at Yosemite National Park; and the final retreat will be April 26-28 at Olympic National Park. Retreat attendees who have applied and paid the \$200 admission fee will participate in their desired retreat which includes lodging, food, entrance to the park, workshops with instagram photographers, and equipment donated by Fujifilm for the weekend. Special guests, Brandon Woelfl, Alex Strohl, Chris Burkard, and Callum Snape will be hosting separate photography workshops at each retreat for the whole weekend. After the last retreat, all photos from the month taken by retreat attendees will be compiled and entered into an online photo contest hosted by Fujifilm. The twelve best photos will then be placed into a calendar to be sold by the Sierra Club. The proceeds from the calendar, 30% of the profit from a pop-up shop provided by Fujifilm, as well as the initial admission fee will be donated to the Sierra Club's "Our Wild America" campaign. The retreats themselves will only be open to participants and staff from both organizations, however visitors to the park will be able to visit the pop-up shop. For more information please visit <http://www.fujifilmusa.com/> or <https://www.sierraclub.org/>.

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Support the Cause

The Sierra Club is a nonprofit organization which aims to increase awareness of environmental issues and the ways in which we can help the environment. The club specifically focuses on protecting millions of acres of wilderness, including our national parks and helping pass the Clean Air Act, Clean Water Act, and Endangered Species. The organization itself has no issue with funding, yet with over three million members they continue to raise awareness and use their funding to better the lives of humankind and the environment in which they live in. Through supporting and funding the club it can go on to do bigger and better things. Through outings and retreats members can also feel closer to nature, feeling as if their donations are making a difference in the world we live in. Although you do not have to become a member to support *Capturing America*, by buying a calendar or an item at the pop-up shop you will still be able to contribute to the cause. During the photography contest voters will also be able to donate at <http://www.fujifilmusa.com/capturingamerica>.

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FACT SHEET: *CAPTURING AMERICA* **April 2019**



Fujifilm

- 200 Summit Lake Drive, Valhalla
NY 10595-1356, U.S.A.
- Ryutaro Hosoda, President & CEO
of FUJIFILM North America
- Established, 1965
- Provides photography and film
products/services



The Sierra Club

- 2101 Webster St Suite 1300
Oakland, CA 94612
- Michael Brune, Executive Director
- Established, 1892
- Environmental group/club that focuses
on preservation
- 3 million members

The Need for the Sierra Club

- The 2017 Federal Budget showed a 31% decrease to the Environmental Protection Agency
- 439 parks and monuments have been established through the club
- The club has aided in the retiring of 251 coal plants

Capturing America

- April 5-7, 2019, Crater Lake National Park, Oregon; April 12-14, Arches National Park, Utah; April 19-21, Yosemite National Park, California; April 26-28, Olympic National Park, Washington state
- Attendees are provided with lodging, food, free entry to the park, and photography outings with cameras and film provided by Fujifilm
- Photography workshops by guests Brandon Woelfl (4/5-7), Alex Strohl (4/12-14), Chris Burkard (4/19-21), and Callum Snape (4/26-28)
- Photographs from all four weekends will be entered into a contest hosted by Fujifilm and 12 winners will be placed in a calendar to be sold by the Sierra Club

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Ryutaro Hosoda
President & CEO of FUJIFILM North America

Ryutaro Hosoda, 63, is the president and CEO of Fujifilm North America, a branch of Fujifilm that provides innovative technology, most notably film and photography equipment.

FUJIFILM North America Corporation is a marketing subsidiary of Fujifilm Corporation that provides equipment, consumables and technical support to the graphic arts industry, digital photo processing equipment, technical support and fulfillment services for commercial and consumer customers, consumer digital cameras, consumer and professional film, and motion picture film.

Hosoda joined Fujifilm in 1977 in Japan where he planned and administered for the company's photo products division. He eventually shifted to sales where he held various senior level marketing and operations positions in Japan, Europe, and the U.S. Hosoda served in the Office of the Secretary and as senior manager in advertising and brand management. In 2007 he was appointed senior vice president of Fujifilm Europe. In 2008, Hosoda came to the U.S. as president of Fujifilm Holdings America Corporation and president and CEO of Fujifilm U.S.A which have both since been merged into Fujifilm North America Corporation.

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Revised: February 2018



The Sierra Club
2101 Webster St Suite 1300
Oakland, CA 94612
www.sierraclub.org (415) 977-5500



Michael Brune
Executive Director

Michael Brune, 45, is the executive director of the Sierra Club, an environmental organization that aims to educate people on how to protect and restore the quality of the natural and human environment. The Sierra Club organizes outings and campaigns in order to raise money and awareness for the environment.

Brune graduated from West Chester University, Pennsylvania, with dual Bachelor of Science degrees in economics and finance. His first environmental job was as an organizer for Greenpeace. In 1998, Brune joined Rainforest Action Network, where he served as executive director for seven years. Brune is the author of *Coming Clean -- Breaking America's Addiction to Oil and Coal*

After Hurricane Sandy hit Brune's hometown, he started the Sierra Club's Beyond Coal campaign, which has caused nearly 180 coal plants to either retire or are scheduled to retire. He continues to work on this campaign as well as others to better the Sierra Club's message.

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Revised: February 2018

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MEDIA ALERT

FOR MORE INFORMATION, CONTACT:

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(267) 614-9217
amahaffe@fujifilm.com

FOR IMMEDIATE RELEASE

VALHALLA, N.Y., March 22, 2018 -- Fujifilm North America Corporation will be hosting a press conference to announce its collaboration with the Sierra Club to host Capturing America, a month long photography retreat in order to expose attendees and social media to the beauty and importance of America's national parks. Fujifilm and the Sierra Club hope to bring attention to our at risk environment and the importance of national parks in order to save the Earth.

What: A news conference to announce Capturing America

Who: Ryutaro Hosoda, president and CEO of Fujifilm North America Corporation

Michael Brune, executive director of the Sierra Club

Brandon Woelfl, guest photographer for weekend one of the retreat

When: Wednesday, April 4, 2018, at 11:20 a.m.

Where: Fujifilm North America Corporation headquarters, Room 518, Floor 3
200 Summit Lake Drive, Valhalla, NY 10595-1356, U.S.A.

About FUJIFILM:

FUJIFILM North America Corporation, a marketing subsidiary of FUJIFILM Holdings America Corporation consists of five operating divisions and one subsidiary company. The Imaging Division provides consumer and commercial photographic products and services, including: photographic paper; digital printing equipment, along with service and support; personalized photo products; film; and one-time-use cameras; and also markets motion picture archival film and on-set color management solutions to the motion picture, broadcast and production industries. The Electronic Imaging Division markets consumer digital cameras, and the Graphic Systems Division supplies products and services to the graphic printing industry. The Optical Devices Division provides optical lenses for the broadcast, cinematography, closed circuit television, videography and industrial markets, and also markets binoculars. The Industrial and Corporate New Business Development Division delivers new products derived from Fujifilm technologies. FUJIFILM Canada Inc. sells and markets a range of Fujifilm products and services in Canada. For more information visit: http://www.fujifilmusa.com/about/corporate_profile/.

RSVP by Friday, March 30, 2018, to Alyssa Mahaffey, amahaffe@fujifilm.com

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MEDIA LIST

Newspapers:

Los Angeles Times
202 W. 1st St, Los Angeles, CA 90012
(213) 237-5000

Tony Barboza; tony.barboza@latimes.com

The Los Angeles Times is the largest metropolitan daily newspaper in the country, with a daily readership of 1.4 million and 2.4 million on Sunday, more than 39 million unique latimes.com visitors monthly and a combined print and online local weekly audience of 4.3 million.

Contact Barboza via email.

The Salt Lake Tribune
90 S. 400 West, Suite 700, Salt Lake City, Utah 84101
(801) 257-8742

Emma Penrod; epenrod@sltrib.com; (801) 257-8790

The Salt Lake Tribune is Utah's primary source of news information website with over 26 million monthly page views.

The Seattle Times
1000 Denny Way, Seattle, WA 98109
(206) 464-2111

Lynda Mapes; lmapes@seattletimes.com

The Seattle Times is the second largest newspaper on the West Coast and the most-visited digital information source in the state.

Mapes would like to be contacted by e-mail only. Don't send big clunky stuff, and don't call.

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The Oregonian

1500 SW First Ave., Suite 400, Portland, OR 97201

(503) 294-4193

Kale Williams; kwilliams@oregonian.com

The Oregonian provides strategic advertising, digital, print, search, social and content marketing – locally, regionally and nationally.

Contact Williams via email.

Radio:

Oregon Public Broadcasting Network

7140 SW Macadam Avenue, Portland, OR 97219

(800) 241-8123

Jes Burns; jburns@opb.org

Oregon Public Broadcasting Network is the primary broadcast network for Oregon, providing television, radio, news, etc to the majority of the state.

Contact Burns via email

Locus Focus

20 SE 8th Avenue, Portland, OR 97214

(503) 231-8032

Barbara Bernstein; mediapro1@comcast.net

A weekly conversation about our place on the planet streamed by KBOO- FM every Monday to Portland, Oregon, the Pacific Northwest.

Contact Bernstein via email

Magazine:

Cascadia Times

6425 SW Corbett Ave Apt 2, Portland, OR 97239

(503) 223-9036

Paul Koberstein; paul@times.org

Cascadia Times publishes environmental journalism from the Cascadia Bioregion: Oregon, Washington, British Columbia, Alaska, Montana, Idaho and Northern California. Cascadia Times Magazine is published quarterly in print and the website is updated continuously.

Contact Koberstein via email

VICE Magazine

4815 NE 20th Ave, Portland Oregon, 97211

(718) 425-0337

Jeremy K. Spencer; jeremy.k.spencer@gmail.com

Circulation of 160,000 to individuals who are interested in reading about the environment and how humans affect it.

Contact Spencer via email

Outdoor Photographer

5782 W Jefferson Blvd, Los Angeles California, 90016

(310) 826-5008

Mark Edward Harris; markedwardharris@icloud.com

Circulation of 156,076 to individuals who are passionate about photography and improving their craft.

Contact Harris via email

LA Travel Magazine

158 W 8th St, Los Angeles California, 90016

(310) 655-2829

Ken Alcazar; alcazaramando@gmail.com

Located in Los Angeles, CA with a circulation of 50,000 quarterly to travel and photography enthusiasts around the United States and the world.

Contact Alcazar via email

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MEMORANDUM

TO: All Fujifilm Employees

FROM: Ryutaro Hosoda, president and CEO of Fujifilm North America Corporation

DATE: April 10, 2018

RE: Capturing America

Next April, Fujifilm will be collaborating with the Sierra Club to host Capturing America. Capturing America will be a month long series of retreats taking place every weekend in the month of April. The event itself is to bring awareness to the importance of wild heritage and national parks in the United States through photography.

Fujifilm will be providing cameras for the weekend, which will be used by retreat attendees to take photos in national parks. Fujifilm will also be providing a pop-up shop with our products at each retreat and will be hosting a photo contest at the end of the month. The proceeds from the calendar, as well as 30% of the profit from the pop-up shop, will be donated to the Sierra Club's "Our Wild America" campaign. This event will allow us to boost our environmental initiative, as well as showcase our new products to the public.

We ask that each member of our faculty help to support this event by coming to one of the retreats to help with the pop-up shop or aid in the calendar contest at the end of the month. PR faculty will need to fully promote Capturing America and the calendar contest in order for the event to have a large reach and be successful. Each member who actively participates will be given two free tickets to a retreat of their choice in order to take part in this great event!

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Mr. Tony Barboza, reporter
Los Angeles Times
202 W. 1st St., Los Angeles, CA 90012

Dear Mr. Barboza:

In 2017 the Federal Budget showed a 31% decrease to the Environmental Protection Agency, making importance in aiding environmental organizations even more prevalent. Next spring, April 2019, Fujifilm will be collaborating with the Sierra Club in order to host *Capturing America*, a month of outdoor photography retreats in order to raise money for the Sierra Club's "Our Wild America" campaign in support of America's national parks.

The event itself will be hosted in national parks around the West Coast including Crater Lake National Park, Yosemite National Park, Arches National Park and Olympic National Park. The retreats will also be hosted by four separate instagram photographers, Brandon Woelfl, Alex Strohl, Chris Burkard, and Callum Snape. The retreats themselves will be a call to the American public to save our environment and express the importance and beauty of our national parks.

Fujifilm will be hosting a press conference in Syracuse, New York, on Wednesday, April 4, 2018, at 11:20 a.m. Ryutaro Hosoda, president and CEO of Fujifilm North America Corporation; Michael Brune, executive director of the Sierra Club; and Brandon Woelfl, guest photographer for weekend one of the retreat will all be available for interviews. I thank you for your time and consideration. I will follow up in 5 days.

Sincerely,

Alyssa Mahaffey; vice president of communications
amahaffe@fujifilm.com
(267) 614-9217



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FOR IMMEDIATE RELEASE

FUJIFILM NORTH AMERICA CORPORATION TO PARTNER WITH THE SIERRA CLUB TO PROMOTE ENVIRONMENTAL AWARENESS IN NATIONAL PARKS

VALHALLA, NY, February 26, 2018 -- Fujifilm North America Corporation announced today that it is partnering with the Sierra Club to host Capturing America, a series of photography retreats, in the spring of 2019 in various national parks on the west coast. Capturing America aims to expose the American public to the beauty of the American wilderness and its need to be protected. Fujifilm will use the photos over the course of the retreats in a photography contest where winning photos will be placed in a calendar to be sold by the Sierra Club.

Capturing America will be a month long series of retreats taking place every weekend in the month of April. Fujifilm will be providing cameras for the weekend, which will be used by retreat attendees to take photos in national parks. Fujifilm will also be providing a pop-up shop with their products at each retreat and will be hosting a photo contest at the end of the month. The proceeds from the calendar, as well as 30% of the profit from the pop-up shop, will be donated to the Sierra Club's "Our Wild America" campaign. Those who wish to attend a retreat will pay an entry fee of \$200 which will give them access to the cameras that Fujifilm has

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donated for the weekend, lodging, food, entrance into a national park, and workshops with talented instagram photographers. Retreat attendees will have the choice to pick between four weekends in April where they will be able to attend a retreat in Crater Lake National Park (Oregon), Arches National Park (Utah), Yosemite National Park (California), or Olympic National Park (Washington state). Over the course of a three day retreat, those in attendance will be exposed to the beauty of our country and shed a light through photography on why these parks need to be protected.

Ryutaro Hosoda, president and CEO of Fujifilm North America Corporation, expressed his gratitude and enthusiasm for the collaboration. He stated, “As an extremely large corporation based in Tokyo, Japan, it is an honor for us to collaborate with such an important organization alongside our North America corporation. Since beginning our sustainability and eco-conscious initiative, hosting an event that incorporates our most famous photography products and our eco mission was the obvious next step”.

Michael Brune, executive director of the Sierra Club, expressed his excitement to work alongside Fujifilm. He stated, “We are blessed to be providing such a unique event that will shed light on the importance of protecting our national parks and our general wildlife, especially with the stance that our current president has given on the issue”. This event is a great opportunity for the club since they have yet to partner with a company not directly connected with environmental issues.

The collaboration is honored to announce its celebrity guests for the event - Brandon Woelfl, Alex Strohl, Chris Burkard, and Callum Snape. All are famous, verified photographers on Instagram with large followings of at least one million. The guest photographers will each be appearing at a different retreat and will be providing workshops throughout the weekend. The workshops will range from teaching the basics of the equipment, how to get the best shot, and how to edit the final product. Chris Burkard was especially ecstatic after hearing he was invited to the event. He stated, “I have always had a love for the beauty of nature, notably here in America. I am excited to share my knowledge of photography with others, especially on such a fun weekend that will hopefully bring attention to a great cause.” Each photographer will also be selling his works taken during the designated retreat weekend where all proceeds will be donated to the Sierra Club.

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About the Sierra Club:

Founded by legendary conservationist John Muir in 1892, the Sierra Club is now the nation's largest and most influential grassroots environmental organization -- with three million members and supporters. Our successes range from protecting millions of acres of wilderness to helping pass the Clean Air Act, Clean Water Act, and Endangered Species Act. More recently, we've made history by leading the charge to move away from the dirty fossil fuels that cause climate disruption and toward a clean energy economy. For more information, please visit: www.sierraclub.org.

Cautionary Statement About Forward-Looking Statements

This announcement contains certain statements which constitute “forward-looking statements”. These forward-looking statements may be identified by words such as ‘believes’, ‘expects’, ‘anticipates’, ‘projects’, ‘intends’, ‘should’, ‘seeks’, ‘estimates’, ‘future’ or similar expressions or by discussion of, among other things, strategy, goals, plans or intentions. The forward-looking

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statements involve risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements. Many of these risks and uncertainties relate to factors that are beyond Fujifilm's and CDI's abilities to control or estimate precisely, such as future market conditions, the behaviors of other market participants, the effects of the transaction making it more difficult to maintain existing relationships with employees, customers or business partners, and other business effects, including the effects of industry, economic or political conditions, and therefore undue reliance should not be placed on such statements. Examples of forward-looking statements in this press release include, but are not limited to, statements regarding the proposed acquisition of CDI by Fujifilm, such as: the timing of the

tender offer and the merger; results of the review of the transaction by regulatory agencies, and any conditions imposed in connection with consummation of the transaction; and satisfaction of various other conditions to the closing of the transaction. Actual results may differ materially from those in the forward-looking statements. For information regarding other related risks, please see the "Risk Factors" section of CDI's filings with the Securities and Exchange Commission (the "SEC"), including its most recent filings on Form 10-K and Form 10-Q. CDI and Fujifilm assume no obligation to update these forward-looking statements, except as required pursuant to applicable law.

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Blog Post:

Do you love photography and the environment? I am pleased to announce as Fujifilm North America Corporation's chief executive officer that Fujifilm and the Sierra Club will be hosting a month of retreats in April 2019, called *Capturing America*. A retreat will be conducted every weekend at Crater Lake National Park, Arches National Park, Yosemite National Park and Olympic National Park. Special guests, Brandon Woelfl, Alex Strohl, Chris Burkard, and Callum Snape will be hosting separate photography workshops at each retreat for the whole weekend. Proceeds from the admission price, pop-up shop hosted by Fujifilm at the retreats, and the photo calendar contest after the event will be donated to the Sierra Club's "Our Wild America" campaign. The campaign fights to preserve the United States' wild heritage in the face of threats from fossil fuel extraction and climate disruption. Please visit capturingamerica.com for more information and to register for one of four amazing retreats. We hope to see you there in an effort to help save our national parks!

Facebook Post:

Calling all photography and nature lovers! Fujifilm and the Sierra Club are partnering to host *Capturing America*, a group of weekend photography retreats throughout April 2019 starting April 5 and ending April 28. The retreats will be hosted at Crater Lake National Park, Arches National Park, Yosemite National Park and Olympic National Park. There is a \$200 admission fee which includes lodging, food, entrance to the park, workshops with instagram photographers, and equipment donated by Fujifilm for the weekend. Special guests, Brandon Woelfl, Alex Strohl, Chris Burkard, and Callum Snape will be hosting separate photography workshops at each retreat for the whole weekend. All proceeds will be donated to the Sierra Club's "Our Wild America" campaign. Please click the link below to apply for the a retreat and learn more about *Capturing America*! We hope to see you there.

Twitter Post:

Join Fujifilm and the Sierra Club at Capturing America, a month of retreats for nature and photography lovers! Join @Brandonwoelfel @alexstrohl @chrisburkard and @CalSnape for workshops at different national parks on the West Coast. Head to @capturingamerica for more information.

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