

## Press Release

### **National Recognition for Local Photographer**

Local Photographer Neil Alexander from Altrincham has achieved the distinction of becoming a 'Qualified' member of the Guild of Professional Photographers, the highly regarded national photographic body whose members are dedicated to enhancing their skills in the art, craft and profession of photography.

Becoming 'Qualified' with the Guild involves a very rigorous assessment process as not only is photographic talent assessed but customer service as well - probably the most demanding test of all! The award is granted only to photographers who can evidence that they deliver high quality images, products, and customer service. Neil Alexander is now one of only around 50 people in the Country to hold this title, which shows how significant an achievement this award is!

Members of the Guild are committed to achieving the highest standards of professionalism for the benefit of their customers. They pledge themselves to delivering the highest standards of customer service and to a journey of continuing professional development.

The Guild website ([www.photoguild.co.uk](http://www.photoguild.co.uk)) lists members throughout the country who offer this commitment, along with advice on how to choose a photographer that will meet your needs.

Neil Alexander said that he is "over the moon to have achieved this recognition, seeing it as a result of many years experience and hard work as well as a reflection of my commitment to delivering the very best service to all my customers".

*Lesley & Steve Thirsk*

Directors

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