

# FotoFight Chooses Charity Over Advertising

/EINPresswire.com/ FotoFight is sponsoring a new Super Challenge for photos best describing or showing the participants charity in action. The winning photographer will get \$1,000 prize money for his or her designated charity.

The new FotoFight app is offering \$1,000 of prize money to the winner's designated charity.

FotoFight is a free [photo-rating app](#) that allows users to upload their photos in various photographic challenges. The app's differentiating feature is, that it is the other FotoFight users who rate and comments on the photo entries in the various challenges. This provides authenticity and viral user engagement both for participants uploading photos and for participants rating them. FotoFight is fully integrated with social media like [Facebook](#) and Twitter enabling participants to seek support from social networks to get the highest rating for their photo.

Jan Grondrup-Vivanco, Co-Founder of FotoFight says: "We want to promote our app and at the same time we want to do something meaningful. Traditional often advertising lacks the 'meaningfulness' and we believe charity contributions as a way of promoting our new app, sits better with our philosophy of the authenticity that FotoFight offers."

Co-Founder Janko Vukotic, continues: "People have tons of photos on their smartphones and on Facebook, so why not put these photos to good use for your favourite charity. The possibilities are almost limitless and we don't want to limit peoples imagination. We have created an app that appeals both to people participating in the photo challenges, as well as for people who enjoy seeing nice or inspiring photos. The latter group will be able to rate the photos in the various challenges, thereby creating a dynamic and game-type environment. FotoFight creates a voice for everyone who wants to be heard."

"We want to hear from other charities that wants to use FotoFight as a way to promote their cause and charity, and we are offering them to use FotoFight for free," adds Jan.

The app is currently available for [iPhone](#) (iTunes), [Android](#) (Google Play) and [Facebook](#) (Facebook



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App Centre).

## About FotoFight

FotoFight is produced by Emerald Advisors Ltd, a UK incorporated company with its roots in telecommunication, mobile telephony and the Internet. FotoFight is created in partnership between Jan Grondrup-Vivanco who has a 20 years background in telecommunication and the Internet, and Janko Vukotic who runs one of Eastern Europe's most creative and technologically advanced web development and design agencies.

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<http://www.fotofight.me/>

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