



SHARING OUR COMMON VIEWS

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One Lens Virtual Exhibit has Pocono Representation

PMVB Director of Public Relations tapped as Regional Ambassador

January 25, 2021 – Pennsylvania First Lady Frances Wolf has announced the launch of a statewide virtual photo exhibit to document the COVID-19 pandemic. [One Lens: Sharing Our Common Views](#) will begin accepting submissions online beginning February 8 seeking to preserve the historic shared experience highlighting pandemic heroes as well as the lives and communities impacted by the virus including those within the Pocono Mountains.

Five ambassadors have been selected to represent various regions across the Commonwealth including James Hamill, Director of Public Relations for the Pocono Mountains Visitors Bureau. Hamill and his fellow ambassadors are tasked with making sure the One Lens exhibit is a true reflection of Pennsylvania's communities.

"It's an honor to help tell the story of this resilient Pocono region, northeastern PA and the entire state throughout this past year," said Hamill who spent more than a decade reporting local news before joining the PMVB in 2019. "Our communities have banded together to help one another, adapted to new norms in order to survive and gained valuable perspective on who we are."

One Lens encourages Pennsylvanians to share their experience during the pandemic no matter their photography experience. Three themes will be covered in the virtual photo exhibit:

- Our Heroes:** paying homage to the pandemic heroes who cannot simply stay home
- Our Lives:** looking at how we spend our time when no one is watching
- Our Communities:** showcasing Pennsylvanians uniting in the face of a global health crisis

People, businesses and organizations in the Pocono Mountains have made significant efforts to help curb the spread of the deadly virus including but not limited to public service campaigns, assistance for those most affected by the economic crisis and a safe reopening phase with the help of the [Pocono Promise](#).

Additionally, the Poconos has exhibited its natural ability to provide outdoor opportunities for people of all ages to recreate and lift spirits with its beauty and pristine public parks, lakes and rivers. Many of those experiences have been featured on social media accounts including [@PoconoTourism](#). In addition, the PMVB has highlighted frontline heroes throughout the pandemic with feature [stories](#) and social [posts](#) and often incorporates local photographers on various platforms.

One Lens submissions will close March 8, 2021. There is no cost and participants may submit a maximum of three photographs for consideration. The final visual record will be curated and incorporated within a virtual photo exhibition opening on March 19, 2021. More information can be found at PA.gov/One-Lens.

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