

Pre-Order Limited Edition Package offered for *Todd Reed: 50 Years Seeing Michigan Through a Lens*

**Cover design and page layouts may change.*

The Limited Edition Package & Book for *Todd Reed: 50 Years Seeing Michigan Through a Lens* will be arriving mid - June 2021.

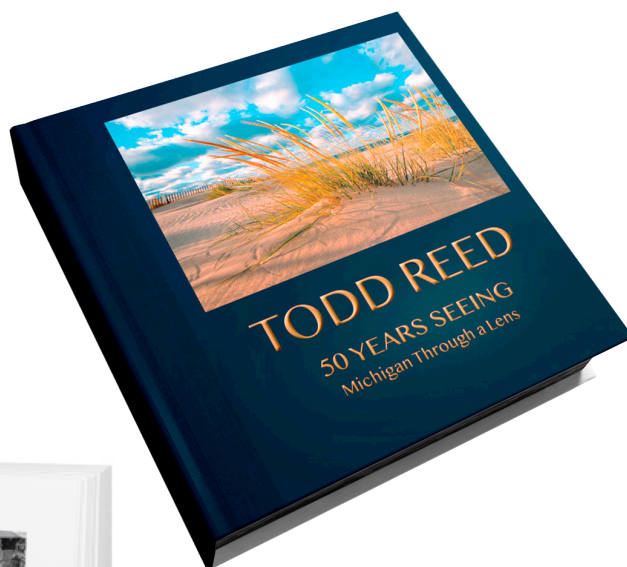
•Limited Edition Package



Todd Reed has been photographing Michigan for 50 years and is considered by many to be one of the best landscape photographers in the United States. To commemorate that wonderful milestone, Todd and his team are publishing a large format, high end, hard cover coffee table book that will highlight many aspects of his life and professions. They also are offering a special pairing of the book with a first-ever limited edition numbered print—and more.

The Book

The retrospective book will be 12 inches square and over 300 pages. The book will include a few old family photos from when Todd was young. It will also have several images from Todd's 23 years as a photojournalist at the Ludington Daily News. Of course, the book will include many of Todd's best-selling images of all time, along with new, longer stories behind those timeless favorites. In addition, Todd has been very busy making new photographs his 50th year, and the book will showcase many of his brand new, never before seen images from 2020.



**Cover design and page layouts may*



The plan is to print 3,000 copies of the book on the first printing. **Todd will hand-sign and number the first 120 books that arrive as part of the Limited-Edition Package.** Whether you are a longtime fan of Todd's work, or you have recently discovered his talents, *Todd Reed: 50 Years Seeing Michigan Through a Lens* will become a family treasure for you.



*Cover design and page layouts may

One example of a new, longer story behind Todd's most famous image "God's Light".

God's Light



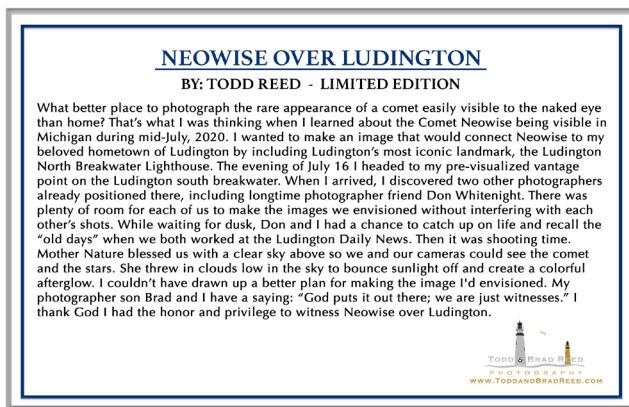
This is, as I look back at my first 50 years as a photographer, the best photograph I have ever made. That lightning bolt still explodes in my mind's eye nearly a quarter-century after it lit up the night on Sept. 27, 1997. At least once more in my lifetime I would like the privilege of photographing a moment as power-packed as this one. I was as charged as the air about me as an enormous storm cloud fired lightning bolts faster than a giant Gatling gun and swept across Lake Michigan toward my vantage point on the Ludington shoreline. I had a crow's nest view looking west toward Lake Michigan from my Officer of the Day berthing room on the second deck of Coast Guard Station Ludington. An hour earlier, I had been readying to get my boat crew underway for nighttime training aboard Coast Guard Motor Lifeboat 44345 when I spotted what at first glance looked like miniature lightning bolts barely visible dancing across the entire western horizon. We were seeing a thunderstorm hitting Wisconsin and headed our way. We secured the boat for heavy weather with extra lines and secured the station. With our workday done, I retreated to my room and set up my 300-millimeter lens on my tripod, awaiting the advancing tempest. I maintained my previsualized composition, never changing the narrow aim

of the Nikon F4 camera at the Ludington lighthouse. I had never seen so many lightning bolts in the sky at once. I decided that the odds of capturing one large bolt lighting up the Ludington lighthouse could not be better than now. As the storm front raced across Lake Michigan at 45 knots, I began taking 30-second time exposures when it was still 30 miles away. The closer the storm came to the Ludington shoreline, the louder, larger and brighter the lightning became. Many bolts were going off during every time exposure shot, but often north or south of the narrow angle of view of my large telephoto lens. I began doubting my decision not to use a wider angle. The super cell of the thunderstorm was less than a half-mile away now. The lightning was revealing a massive thunderhead cloud steamrolling end-over-end right at me. Boom! I jumped for the first time from the concussion. The light was blinding. My camera was recording it. But what did the camera see? And even if there was a big bolt recorded on the Fuji Velvia slide film, was it going to be in a good position relative to the lighthouse. Only time would tell, a lot of time. There was no instant feedback with film. I would have to wait until I was off duty to send the film in and then wait several days more for it to come back. I remember like it was yesterday pulling slide after slide out of the plastic storage box they came back in from the processor and looking at them one by one on my light table with an eight-power lupe. The first slides I reviewed, which were the first shots taken when the storm was further away, quickly turned my excitement into disappointment. The images were not living up to the experience. But the further I dug into the box, the bigger the bolts were and the more they lit up and colored the sky. Finally, upon pulling out the next to last slide in the box, I saw the image I had previsualized making, except far better than I could have ever imagined making of my own accord. I believe God was my guide in capturing this Heaven-sent moment. I named the image "God's Light."

Post note: Without my knowledge, my wife Debbie entered the original "God's Light" 35-millimeter slide in the 1998 Nikon International Contest. It won third place.

24" Framed Custom Print

For the first time in his career, Todd has decided to sell a limited edition numbered print. NEOWISE Over Ludington is a photo Todd captured on July 16, 2020 of the comet NEOWISE as it streaked across the twilight sky over the Ludington North Breakwater Light. Nobody has seen this image until now, and it will never be printed or released again in any format. Rob Randle, from Timeless Picture Framing, has custom framed 120 of the 16x24 inch traditional prints that Todd and his team have printed at their downtown Ludington gallery. Each print is hand signed and numbered. Museum glass and high quality blue molding set Todd's image off. The story of how Todd captured this newest masterpiece is beautifully included on the back of the framed image. The only way to get this collectable piece is to purchase the entire Limited-Edition Package for *Todd Reed: 50 Years Seeing Michigan Through a Lens*.



"Neowise over Ludington"

What better place to photograph the rare appearance of a comet easily visible to the naked eye than home? That's what I was thinking when I learned about the Comet Neowise being visible in Michigan during mid-July, 2020. I wanted to make an image that would connect Neowise to my beloved hometown of Ludington by including Ludington's most iconic landmark, the Ludington North Breakwater Lighthouse. The evening of July 16 I headed to my pre-visualized vantage point on the Ludington south breakwater. When I arrived, I discovered two other photographers already positioned there, including longtime photographer friend Don Whitenight. There was plenty of room for each of us to make the images we envisioned without interfering with each other's shots. While waiting for dusk, Don and I had a chance to catch up on life and recall the "old days" when we both worked at the Ludington Daily News. Then it was shooting time. Mother Nature blessed us with a clear sky above so we and our cameras could see the comet and the stars. She threw in clouds low in the sky to bounce sunlight off and create a colorful afterglow. I couldn't have drawn up a better plan for making the image I'd envisioned. My photographer son Brad and I have a saying: "God puts it out there; we are just witnesses." I thank God I had the honor and privilege to witness Neowise over Ludington.

Commemorative YETI Tumbler

Another exciting new item that Team Reed is offering with the Limited-Edition Package is a 20 oz. YETI stainless steel tumbler. As many people have discovered, YETI is the industry standard for quality and durability. Todd and his team have partnered with YETI to design a beautiful navy colored tumbler and lid. Todd's most famous image "God's Light" is on one side of the tumbler along with his signature, while the Todd & Brad Reed Photography logo is on the opposite side. Only 120 of this particular design will ever be produced, and the only way to get one is to purchase the Limited-Edition Package of *Todd Reed: 50 Years Seeing Michigan Through a Lens*.

Double-Sided Commemorative Yeti Tumbler



Commemorative Ornament

The final piece of the Limited-Edition Package is a new double-sided Christmas ornament in the shape of a camera. One side of the ornament features Todd's iconic image "Windswept" along with the words "Ludington, MI" at the bottom. The reverse side showcases Todd's favorite storm photo "White Squall" and his signature at the bottom. The ornaments are roughly 2.5 inches tall by 3 inches wide, and they come with a gold cord for hanging. Again, only 120 of this particular design will ever be produced, and the only way to get one is to purchase the Limited-Edition Package of *Todd Reed: 50 Years Seeing Michigan Through a Lens*.

Double-Sided Commemorative Ornament



The total retail value for these four unique items included in the Limited-Edition Package of *Todd Reed: 50 Years Seeing Michigan Through a Lens* is \$1,800. Team Reed is offering a discounted tiered pricing structure for the Limited-Edition Package, though. The first 30 packages sold will be \$1,100. That is a \$700 savings! Packages 31-60 will be \$1,175. Packages 61-90 will be \$1,250. Packages 91-120 will be \$1,325. Another perk of buying the book through the Limited-Edition Package is free shipping. All four items in the Limited-Edition Package will be shipped for free and make a special holiday heirloom gift that captures Michigan's north like only Todd Reed can.

•Limited Edition Package



*Cover design and page layouts may