



## INVITATION

Apr 28, 2016

Wuhan, China

Dear President of World Tower & Castle,

The Yellow Crane Tower, a Chinese national scenic zone, extends cordial greetings and invites you to participate in the Yellow Crane Tower World Tower & Castle Photo Exhibition.

We learned that your scenic building has rich historical and cultural value and is one of the most popular scenic spots in your country. It also has a great reputation around the world. Therefore, we sincerely invite you to provide photos to participate in the exhibition. If you are able to, it would be an honor.

Located in Wuhan, a large central city in central China along the Yangtze River, the third largest river in the world, the Yellow Crane Tower is the most influential historical tower visited by tourists in China. For thousands of years, brilliant poems from countless famous Chinese poets with humanistic feelings have made the tower well known in the world. In 2015, the tower received nearly three million tourists from China and the world.

To promote the diversity of human culture, enable people all over the world to share world cultural heritage, tap the potential of renowned buildings and castles in the fields of tourism, landscape, and architecture, and display their historical, cultural, and artistic value, we decided to hold a non-profit public cultural and artistic exhibition - Yellow Crane Tower · World Tower & Castle Photo Exhibition. We have proposed for it to be held at the Yellow Crane Tower in Wuhan, China.

The exhibition will set up long term at the Yellow Crane Tower and be open to all tourists free of charge with an expected daily attendance of 8 to 10 thousand visitors. It will fascinate tourists from around the world, creating an exchange platform for tourists eager to find out the history, culture, and landscape art of renowned buildings and castles around the world. We invite our peers in the industry from around the world to visit the exhibition, exchange ideas, and work together in tourism and academia.



Given that the annual number of Chinese tourists traveling internationally has exceeded 100 million, the exhibition will open a new window for Chinese tourists to select new overseas destinations. After learning more about your building or castle, Chinese tourists will make even greater travel plans.

We suggest that you provide about 20 (digital) images featuring your building/castle prior to July 31, 2016, and attach a written copyright license permitting us to use these images for a non-profit exhibition. Please send all images and captions to our official email address. After collecting sufficient images and captions for the exhibition, we will sort them and plan the exhibition carefully, as well as keep you updated on the preparation progress.

Thank you for your cooperation.

Best regards!

(Signature)

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Please email images to [exhibition.cnhhl@gmail.com](mailto:exhibition.cnhhl@gmail.com)