

Media release: Look up, it's Cloud Appreciation Day

Thousands of cloudspotters around the world will be looking up on Friday September 13 and submitting photos online for the third annual Cloud Appreciation Day.

Anyone, anywhere, can take part for free by photographing their sky and submitting an image for the [2024 Memory Cloud Atlas website](#).

Cloud Appreciation Day and the Memory Cloud Atlas are initiatives of the Cloud Appreciation Society, which has more than 64,000 members in 120 countries.

People around the world can submit an image for the Atlas in real time on September 13 at memorycloudatlas.org, where they can also register before the day to be reminded when the 2024 Memory Cloud Atlas goes live. The Cloud Appreciation Society's Memory Cloud Atlas will be launched at one minute after midnight on Friday September 13, local time. Images can only be submitted on the day.

"Beautiful, varied and dramatic skies are added to the website from right around the world on Cloud Appreciation Day – some from members of the Cloud Appreciation Society and others from members of the general public," said Cloud Appreciation Society founder and Member 001, Gavin Pretor-Pinney.

More than 4,800 entries have been added to the Memory Cloud Atlas on the first two Cloud Appreciation Days in 2022 and 2023. All these worldwide views of the sky are still live on the website.

"We encourage contributors to include with their photograph some words about their feelings and impressions of the sky above them on the day," Pretor-Pinney said.

"In this way, the website serves as a worldwide snapshot of the beauty of clouds and of thousands of people around the world looking up on the same day. It's a record of people's feelings about the sky, which is the most universal part of nature that we all share," he said.

Anyone participating on Cloud Appreciation Day will locate their geographical position on the world map and upload their image of the sky from that spot. They can see photos being added to the Atlas in real time as images are submitted from around the world on the day.

The Memory Cloud Atlas is a collaboration with artist Justin Wiggan and will remain online after Cloud Appreciation Day, alongside the archive of past years preserving the views of cloudspotters for everyone to explore.

**For images, interviews with a local cloudspotter and further information, contact:
Sheena Russell at hello@cloudappreciationsociety.org.**



#cloudappreciationday

The Cloud Appreciation Society was launched in 2005 by Gavin Pretor-Pinney (Member 001) to bring people together around a love of the sky. It has members in 120 countries, all united in the belief that clouds are the most dynamic, evocative and poetic aspect of nature.

cloudappreciationsociety.org