



Yahoo! en Español and People en Español Launch "Bello 51" in Search of the Most Beautiful Person

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo! Inc. (NASDAQ:YHOO) and People en Español launched the fifth annual [Bello 51 program](#) to discover a previously unknown Hispanic beauty who will be featured in People en Español's "50 Más Bellos" (50 Most Beautiful) issue. The Bello 51 consumer contest provides Yahoo! en Español users with the opportunity to submit their photos and vote for the most beautiful, with one lucky winner receiving the title of People en Español's "51st Most Beautiful" person. <http://www.51bello.com>

Consumers can submit photos on [51bello.com](#) to nominate themselves or someone they think would make a good candidate for Bello 51. The contest runs until February 23 and the top 25 finalists will be announced the following day. Consumers will then be able to view, comment, and vote on their favorite Bello 51 finalists. The winner will be unveiled on March 23 on Yahoo! en Español.

The "Bello 51" winner will receive a complete makeover; a professional photo shoot; VIP access to People en Español's 50 Más Bellos celebrity gala in New York (including an appearance on the star-studded red carpet); a feature on Yahoo! en Español's website; and inclusion in the 50 Más Bellos issue of People en Español. As if that's not enough, the winner will also receive transportation and lodging for the NYC celebrity event, as well as \$5,000.

"Bello 51 is a wonderful opportunity for our users to become famous and have the chance to appear in front of millions of online Yahoo! users and alongside the 50 most beautiful Hispanic celebrities," said Javier Garcia, general manager of Yahoo!'s U.S. Hispanic business. "As the premier digital media company, Yahoo! delivers premium digital experiences to more than 75% of the U.S. Latino audience every month¹. By partnering with People en Español, we're creating a powerful program to engage and connect with young bi-cultural Latinos at a national scale."

Designed to creatively engage young, bilingual, and bicultural Hispanics, Bello 51 offers marketers seamless brand integration. This year's sponsors are Maybelline New York, Garnier, and 7UP. Maybelline New York and Garnier have participated in Bello 51 since inception, and will be the exclusive sponsor of Bello Style, a feature beginning in March where readers can use a rating scale to determine the wardrobe that the winner wears during the Bello event.

"This annual contest commands a high level of user engagement and it's something our readers look forward to all year long," said Monique Manso, publisher of People en Español. "Along with Yahoo! en Español and our partners Maybelline New York, Garnier, and 7UP, we are able to deliver a first-class experience that benefits all of our audiences and brands."

"7UP, through the Bello 51 franchise, supports consumers in their quest to be the 51st Mas Bello and is proud to celebrate what makes Latinos unique. This property is refreshing, just like 7UP," said Olivia Vela, director of multicultural marketing for Dr Pepper Snapple Group.

People en Español's signature "50 Most Beautiful" issue brings together the 50 most popular Hispanic celebrities in TV, film, and music. The Bello 51 search provides a unique opportunity for a non-celebrity to be featured in this glam-packed issue.

For official rules and eligibility in English: <http://es-us.omg.yahoo.com/bello51/rules/> In Spanish: <http://es-us.omg.yahoo.com/bello51/reglas/>

About Yahoo!

Yahoo! (NASDAQ:YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California . For more information, visit the pressroom ([pressroom.yahoo.com](#)) or the company's blog, Yodel Anecdotal ([yodel.yahoo.com](#)).

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About People en Español:

PEOPLE en Español was launched in 1996 as a special issue, and today has become the top-selling Hispanic magazine in the United States. Published 11 times a year, PEOPLE en Español's guaranteed circulation is 540,000 and reaches over six million readers every month with its editorial mix of Hispanic and popular entertainment, fashion and beauty trends, and compelling human-interest stories. PEOPLE en Español delivers original editorial content that captures the values, contributions and impact of today's Hispanics in the U.S. PEOPLE en Español celebrated its 15th anniversary in 2011 For daily news, photos, exclusive behind-the-scenes video and celebrity scoops, visit www.PeopleEnEspañol.com.

¹ comScore, December 2011

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