



Flickr Launches 'The People's Royal Wedding Album'

- £5000 'honeymoon' for the photo that best captures Britons' Royal Wedding
- Yahoo! research shows that while majority looking forward to the event, only 10% of women want to follow in Kate Middleton's crystal slippers
- Former BBC Royal Correspondent Jennie Bond to judge competition and is available for interview as Yahoo!'s Royal Wedding expert

LONDON--(BUSINESS WIRE)-- Flickr — the leading photo sharing site owned by Yahoo! - today launched 'The People's Royal Wedding Album' (flickr.com/groups/peoplesroyalwedding) — a competition that aims to capture the British people's take on the marriage of Prince William and Kate Middleton.

Jennie Bond, Yahoo!'s Royal Wedding expert, commented "I remember the party atmosphere and feeling of celebration that swept the country in 1981 when Charles and Diana said 'I do'. Thirty years on, Flickr's 'People's Royal Wedding Album' will provide a snapshot of what a royal wedding means to the country and provides an amazing public album of all the different ways we choose to spend the day and the weekend."

Whether it's celebrations down the pub, your pet in royal regalia, camped in a sleeping bag on the Mall or getting away from it all on a far away beach, Flickr's 'People's Royal Wedding Album' wants to capture it all — and there's a £5000 'honeymoon'¹ as a prize for the best snap.

Entering the photo of the Royal Wedding tat you've bought, the aftermath of partying across two long bank holiday weekends or your back garden barbeque (weather permitting) into 'The People's Royal Wedding Album' on Flickr couldn't be easier:

-If you don't already have one, set up a Flickr account. You can now also use your Facebook or Google ID to log-in.

- Visit flickr.com/groups/peoplesroyalwedding

-If you're on the move, you can use the free Flickit smartphone app. Once downloaded, go to Explore, then Groups, then People's Royal Wedding

-Upload your Royal Wedding photo to the group by May 3 (competition end date)

-Wait with bated breath to see if Jennie Bond has made you King/Queen* (delete as applicable) for a day

The wide ranging opinions of the British people around the Royal Wedding should ensure no shortage of snaps for the Flickr Royal Wedding album. According to Yahoo! Research²:

-Over 50% of Britons are looking forward to the Royal Wedding and see it as cause for celebration

-We're not necessarily being gripped by monarchical fervour - When asked why they were celebrating, 30% of respondents cited the long bank holiday weekend

-Only 10% of female respondents want to become a real-life princess like Kate Middleton

-The Royal Wedding spirit doesn't seem to have led to an outbreak of generosity in Britain's hospitality industry — over 90% of hoteliers in the UK say they will increase their prices across the Royal Wedding weekend

"With every detail of the wedding, from Kate's dress to the first dance and what guests had for dinner shared by the world and his uncle, the 'People's Wedding Album' turns the spotlight on what ordinary people are doing, or not doing, on the big day," said Fiona Miller, Flickr's Marketing Manager.

She added; "Flickr is in a unique position to tell the visual story of the people's wedding. Not only is Flickr part of Yahoo!, the premier digital media company, but it is already used by the British Monarchy as the home of its official Royal Wedding photostream and has over 10 million users in the UK. Flickr makes it easy for members to share their life through photos with

the people that matter to them and we're excited that we can play a part in documenting the Royal Wedding from the people's perspective."

As well as the visual guide to the people's Royal Wedding, Yahoo! has the indispensable guide to everything you need to know about the big day in the shape of its Royal Wedding site (<http://uk.royalwedding.yahoo.com>)³

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Notes to Editors

For new users, Flickr recently updated its signing in process to make it even easier to join Flickr, in addition to using a Yahoo! ID it is now possible to sign up to Flickr with Google or Facebook accounts.

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. That's how we deliver your world, your way. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. For more information, visit the pressroom (pressroom.yahoo.com) or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

Notes

¹For full terms and conditions, please visit <http://flickr.com/groups/peoplesroyalwedding>

²Research conducted on Yahoo.co.uk from a representative sample of 3595 UK adults aged over 16. The survey ran from Tuesday 29th March to Monday 4th April 2011.

³Yahoo!'s Royal Wedding website will be an extension of Yahoo! UK Lifestyle (<http://uk.lifestyle.yahoo.com/>), the leading website for women's lifestyle content, and demonstrates Yahoo!'s position as the premier Web destination for landmark global events. Features of the Royal Wedding website include:

- **Guestbook:** The Royal Wedding Yahoo! Guestbook gives people a place to offer their marital advice and best wishes to Prince William and Kate Middleton, then share those wishes with users' social networks. See the celebrities, including Khloe Kardashian, who have left messages for the couple: <http://uk.royalguestbook.yahoo.com/videos>
- **Photo galleries:** View photos of the couple's courtship, Kate Middleton as a child, and much more.
- **Articles and blogs:** The latest news on the royal wedding, plus articles on the wedding trends, fashion, the royal wedding's participants and guests, and more.
- **Wedding live stream:** Watch the royal wedding live by visiting <http://uk.royalwedding.yahoo.com/> on April 29.
- **Video:** Yahoo! will feature video from Associated Press, Reuters, and ABC News, along with original video content including a joint ABC News/Yahoo! News Web show called "Wedding Royale." ABC News will also provide weekly flashback videos of the royal family. During the week of the wedding, Yahoo! will have a crew on the ground in London producing stories on topics people are most interested in.
- **Mobile site:** Yahoo! allows you to get your Royal Wedding fix anytime, anywhere, by visiting <http://m.royalwedding.yahoo.com> from your mobile phone.

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