



## Yahoo! Canada sets out to answer the world's biggest questions with "Ask The Planet 2006" campaign

TORONTO, Jun 13, 2006 (Canada NewsWire via COMTEX News Network) -- Yahoo! Canada Answers Campaign Features Questions from Canadian and

International Celebrities Including the World's Biggest Question Asked by

Bono

TORONTO, June 13 /CNW/ - Some of Canada's and the world's best known personalities will be asking you for answers to the biggest questions on their minds as part of the Yahoo! "Ask The Planet 2006" campaign that launches today. Consumers can visit Yahoo! Canada, [www.yahoo.ca](http://www.yahoo.ca), and search on "Ask the Planet" for more details on how to participate.

Yahoo! Canada Answers (<http://answers.yahoo.ca>) a new, free social search service that taps into the collective knowledge of the community to answer questions about... well, everything! Whether you want to know how to get your VCR clock to stop flashing "12:00", or the best restaurant in downtown Timbuktu, or how to house-break your new puppy, just ask and someone out there will provide an answer.

"Yahoo! Canada Answers has been a tremendous success since it went live in March 2005," says Andy Renieris, Yahoo! Canada Search, Product Manager. "We're helping people find, use, share and expand their knowledge and life experience with others online by harnessing the knowledge of the community-it's better search through people."

Ask the Planet Featured Questions of the Day - June 13 to July 10

Canadians Mike Weir (PGA TOUR golfer), Ann Douglas (pregnancy and parenting expert) and Marc Saltzman (technology/video game author & journalist) will join the likes of former US Vice-President, Al Gore and world renowned theoretical physicist, Stephen Hawking and many more of the world's thought-leaders who will have a question featured on the Yahoo! Canada Answers Ask the Planet campaign every day from June 13 to July 10, 2006. The last big question on Yahoo! Canada Answers will be asked by Bono.

Marilyn Vos Savant, famous author and known for world's highest IQ, according to the Guinness Book of Records Hall of Fame, will kick things off today with the featured question: "What can parents do to help children reach their potential in school?"

Mike Weir's question will be featured on June 15: "How do we get kids involved with the sport of golf?"

Marc Saltzman will ask "How can video games actually be good for you?" on June 14.

"The participation of some of the world's leading thinkers with Ask The Planet 2006 really drives home how interconnected the world has become through the power of social search," says Renieris. "Imagine, you may be one of a few people who actually answers a question for one of the smartest people on earth."

Other Canadian and international authorities who are participating will be announced on a regular basis throughout the campaign.

Users who visit Yahoo! Canada Answers daily to discover and answer the day's "Featured Question" may have their answer voted the best of the day by the Yahoo! Answers user community. The best responses will be entered into a sweepstakes for fabulous prizes that will be awarded at the end of the campaign.

Yahoo! Canada Answers is also integrated with Yahoo! Canada Search. Any search through Yahoo! Canada will return results from Answers in addition to traditional sources, allowing users to tap into the collective knowledge of the online community.

Ask the Planet 2006 Event in New York City

The Yahoo! Answers Ask the Planet 2006 campaign event will feature a two-story terrarium that will accommodate 22 "Brainiacs," composed of selected Yahoo! Answers users that were chosen through an online submission process. The gigantic purple brain, complete with firing synapses and lobes, will sit atop the world famous marquee of the Hard Rock Caf, overlooking Times Square. The Brainiacs will work from within the brain in shifts throughout the three days, as they set out to answer the world's most pressing questions, along with other Yahoo! Answers users around the world.

During the event, passersby will be able to stop by Military Island in Times Square, directly across from the brain, and use PCs available for users to ask or answer any questions on Yahoo! Answers. Users from around the world will be able to watch the Brainiacs live via Webcast coverage and view Flickr photos taken of the world's biggest brain by visiting Yahoo! Canada at [www.yahoo.ca](http://www.yahoo.ca), and searching on "Ask the Planet."

The event will also feature special appearances by guest celebrities, including world-renowned leader in the field of mind body medicine Deepak Chopra, M.D., nationally-syndicated political columnist Arianna Huffington, and executive chef and restaurateur of one of the best known restaurant brands in the US, including Olive's, Todd English.

Yahoo! Answers Now in 17 Countries

Yahoo! Answers is available in 17 countries worldwide, including Australia, Canada, India, the UK and the US with Argentina, Brazil, France, Germany, Italy, Mexico, Singapore and Spain available as of today. Additionally, Yahoo! Knowledge Search, a Yahoo! Answers-type product, is available in China, Japan, Korea and Taiwan.

About Yahoo! Canada

Yahoo! Canada Co. is a leading Internet destination that provides online products and services to meet the needs of Canadians and offers a range of tools and marketing solutions for businesses to connect with Internet users. Yahoo! Canada services Canadians in both English and in French through its sites, [www.yahoo.ca](http://www.yahoo.ca) and <http://francais.yahoo.ca>. Yahoo! Canada is headquartered in Toronto, Ontario.

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