

PREORDER **AUG 2** RELEASE **AUG 30**

NEW RELEASE: LIFETIME

ROYAL WEDDING OF A LIFETIME

Lifetime celebrates one of the biggest stories of the year: the wedding of Prince William and his future princess, Kate Middleton

- Fans are crazy for Royal Wedding details – the wedding was viewed by over 23M in the US.
- This six-part documentary series examines all the details of the “Wedding of the Century” including the wedding feast, Kate’s gown and the couple’s fairy tale romance.
- Premiered on Lifetime on April 18, 2011.
- Supported by:
 - Tagged spots on Lifetime (estimated 50MM imps)
 - Online key word and banner ad campaign (10MM imps)
 - Outreach to TMZ, Perez Hilton, Deadspin, *US Weekly*, *People*, and others for reviews and giveaways
 - National radio stations for promotions



SYNOPSIS The wedding of Prince William and Kate Middleton was truly a once in a lifetime event with people all over the world tuning in to witness the celebrated union of the charismatic prince and the beautiful commoner, the most anticipated royal affair since Princess Diana wed Prince Charles in 1981. In celebration of this storybook romance, Lifetime presents ROYAL WEDDING OF A LIFETIME, a 6-part documentary series that examines the history of William and Kate’s courtship from their first meeting to the moment they declared “I do.”

PRODUCT INFORMATION

SRP: \$24.95 SRP
FORMAT: 2 Pk
PACKAGING: Swing Amaray
LENGTH: Approx. 4hrs., 12 mins.
GENRE: Documentary
YEAR: 2011

LANGUAGE: English
COLOR: Yes
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

COMP TITLES



BRIDEZILLAS, SEASON 2



MONARCHY: THE ROYAL FAMILY AT WORK

NEW VIDEO
DISTRIBUTED IN THE U.S. BY
NEW VIDEO, 902 BROADWAY, 9TH FL.
NEW YORK, NY 10010
newvideo.com

CAT NO AAAE252550 **UPC** 7-33961-25255-2 **ISBN** 1-4229-7100-7

Lifetime
NETWORKS