

# Friends Reunited launches mobile app to help save memories

Submitted by: pr-sending-enterprises

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Friends Reunited has launched a new mobile app to help people turn their old photos, tickets, letters and memorabilia into lasting memories. 'My Keepsafe' is available now, and for free, on Android and iPhones.

The new app allows Friends Reunited members to easily upload photos from their mobile phone to their Friends Reunited Keepsafe (<http://www.friendsreunited.co.uk/>), which stores the memories privately and safely online. The Keepsafe contains uploaded photos, or any memories 'kept' on the Friends Reunited site, so users can now keep up with comments and conversations around these photos, wherever they are. The new app also gives people the ability to share those 'Remember when' moments happening around them, such as discovering a pack of Sherbet Dab Dabs in a local shop, or a picture from a reunited band's comeback gig.

The app's camera and editing tools make it simple to quickly digitise old photos and upload them privately, with just a couple of clicks. Once a photo is uploaded, it can be shared via Facebook, Twitter and email from directly within the app. It can also be shared with the thousands of memory boxes already created on Friends Reunited, or form the start of a brand new nostalgic collection.

Matt Bushby, Head of Friends Reunited commented: "Our members have shown a real desire for a quick and straightforward way to get their most precious memories online. The 'My Keepsafe' app was created to make this really easy; with inbuilt functionality to scan, edit and share memories from old albums and shoeboxes, or simply to upload photos saved on mobile phones.

"Since launch, we've seen members add thousands of photos to their own personal keepsafe boxes, covering anything from favourite sporting memories (<http://www.friendsreunited.co.uk/Find/our-sporting-life?id=1>) to the more intimate and personal family memories. As the home of the nation's memories, we want to make it as easy as possible for people to share these amazing moments with the friends and family that really matter."

Members can upload their memories with the peace of mind that they can easily control their privacy settings. The site allows people to store their most personal memories completely privately or choose to share those memories with a select few. In addition to the new app, the full Friends Reunited experience is available on mobile devices, allowing users to keep up with their favourite memory boxes, on the go.

Friends Reunited was launched in 2000 as the first UK social network. The phenomenon then spawned sister sites Genes Reunited and Friends Reunited Dating, in 2003, the Group was bought by ITV in 2005 and the social networking site went free in 2008. In March 2010 online publishing and technology group brightsolid purchased the Friends Reunited Group from ITV and has integrated it into its portfolio of pioneering sites where people go to search their past, share their story and connect with people and places. In April 2012 the new site launched to reunite the nation with every blast from their past and as the place to celebrate those 'Remember when?' moments.

For more information on the app visit: <http://www.friendsreunited.co.uk/mobile>.

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About Friends Reunited:

Friends Reunited is the original social network with over 24 million members. Launched in 2000 as a back-bedroom hobby to put old school friends back in touch, it swiftly became a British media phenomenon. Today, the site has evolved to celebrate every blast from the past, becoming a central part of the brightsolid mission to safeguard the nation's history.

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