

Birth of Prince George of Cambridge

Well-wishers abound for third in line to the U.K. throne

Julia Longbottom
CHARGÉ D'AFFAIRES OF THE BRITISH
EMBASSY IN TOKYO

When news finally broke on July 22 that Her Royal Highness the Duchess of Cambridge had given birth to a son, third in line to the throne, thousands of well-wishers descended on Buckingham Palace to see for themselves the ornate easel carrying the official announcement and share in the moment of celebration. The occasion was later marked with gun salutes and the ringing of Westminster Abbey's bells, while London's Trafalgar Square was lit blue for a boy and the BT Tower delivered the message "It's a boy!"



The Royal Household's official social media channels have been visited by well-wishers from around the world keen to share in the occasion. Social media monitoring firms suggest that even before the baby's birth was announced, 487 million Twitter users had viewed posts about the Duchess going into labour and by 8 p.m. on Monday, more than 500,000 tweets were sent mentioning the news. Here in Japan, the embassy team have sensed growing levels of anticipation over the past few months and I am delighted to see that so many Japanese are joining in celebrating the arrival. I would like to thank our Japanese friends who have contacted the British Embassy Tokyo and Consulate General in Osaka to offer heartfelt messages of congratulations for the Duke and Duchess of Cambridge and their first child.

In his statement from Downing Street after the news broke, Prime Minister David Cameron noted that it has been a remarkable few years for our Royal family. First the Royal Wedding cap-

tured people's hearts, followed by the Queen's Diamond Jubilee celebrations, and now the Royal birth.

In addition, this summer marks the one-year anniversary of the London 2012 Olympic and Paralympic Games which put the U.K. on the world stage, showcasing modern Britain's creativity, diversity and ability to deliver. Just as the Games attracted many Japanese visitors, we hope that the Royal birth will encourage more Japanese to travel to the U.K. Together with our partners at the British Council and Visit Britain, we want to encourage more Japanese to study at our world-class educational establishments and to visit the U.K. to experience its dynamism for themselves.

We were delighted that the Duke and Duchess were able to meet Their Imperial Majesties Emperor Akihito and Empress Michiko during the Queen's Diamond Jubilee celebrations last year and with 2013 marking the 400th anniversary of U.K.-Japan relations, the birth makes this a year to both reflect on history and look forward to what the next generation will bring. I hope that others in Japan will join me in taking this opportunity to extend our best wishes to the Royal family and new baby boy.

Well-wishers in Japan may use dedicated online channels to send any personal messages of congratulations. These can be posted to the @Clarence-House Twitter account or submitted by signing the official Google Plus card at www.g.co/royalbaby. Buckingham Palace will be updating content on The Duke and Duchess's official website (www.duke-and-duchessofcambridge.org) and the British Embassy Tokyo will also be sharing content on its Facebook page (www.facebook.com/UKinJapan) and @UKinJapan Twitter account.



Celebrated: Right, the Duke and Duchess of Cambridge take their first child, Prince George of Cambridge, to meet the public outside St. Mary's Hospital in London on July 23, the day after his birth. Above left, Buckingham Palace is reflected in the window of a shop selling royal-related souvenirs, sales of which are expected to rise in the wake of the birth of Prince George of Cambridge, above right, third in line to the British throne. AP



Congratulations on the Birth of His Royal Highness Prince George of Cambridge

BAE SYSTEMS (International) Limited

Berry Bros. & Rudd

Ben Line Agencies (Japan) Ltd.

BT Japan Corporation

GlaxoSmithKline K.K.

(In Alphabetical Order)