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## Adele's Childhood Photo Is Excellent Marketing For Her New Single

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Your childhood photos are adorable, yet sometimes embarrassing, reminders of your past, and hers are used to sell records. Lots of records.

On Friday, the superstar revealed "When We Were Young" as the second single off her [record-smashing album "25."](#) Appropriately, the single's artwork features an adorably awkward childhood photo of the British singer.

When We Were Young, the new single from [@Adele](#), is out today <http://smarturl.it/WWWYsingle>



If you were one of the many [millions of people who bought "25."](#) then you've surely been listening on repeat, but it's also worth the time to revisit her [live performance of the song at London's The Church Studios](#), which was released this past November.

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