



FOR IMMEDIATE RELEASE

NEW SOUTH AFRICAN GUINNESS WORLD RECORD

Johannesburg, 6 November 2007 – It's official, South African schools in Gauteng and the Western Cape, in association with Collect-a-Can, MySchool and Pan Macmillan have achieved a new record for the **most steel cans collected in one month** for recycling. This attempt was one of the many attempts made internationally in time for Guinness World Records Day 2007, on Thursday 8 November.

This October attempt achieved the following phenomenal results at each of Collect-a-Can's four plants:

Vanderbijlpark	4836.5kg (154 957 cans)
Aeroton	18836.5kg (603 259 cans)
Pretoria	26293kg (843 926 cans)
Cape Town	11476kg (368 884 cans)

This brings the total number of cans collected to 61443kg, 1971026 cans.

This project will run again next year, and the intent is to involve other provinces, showing children across the country how important it is to protect the environment and the part they can play in doing so. Schools will also be able to achieve an independent income based on their collection activities.

An awards ceremony was held on Monday 5 November at Collect-a-Can plants in Epping and Vanderbijlpark for the schools, which made the biggest contribution to the attempt. This is Oasis Association School in the Western Cape and Dirk Postma Pre-Primary School in Gauteng. The event was attended by Guinness World Records adjudicator, Nadine Causey.

At the ceremony in Johannesburg, Funani Mojono, managing director of Collect-a-Can said, "We estimated a total of 2.2bn cans to be produced in 2007. The 2 million cans for the Guinness Record is just below 10% of the total production for 2006. This is phenomenal given the spread of the competition, we could achieve 90% recovery rate if everyone put in an effort similar to the one put in by these schools. We would like to thank all participating schools," Mojono said.

Books in-store now!

Copies of the 2008 edition of Guinness World Records are available in all leading bookstores for R199.

Photographs will be available from Wednesday 7 November 2007.

###

For more information or to contact participants or winning schools, please get in touch with Paula Marais at Logogog on paula@logogog.com or 072 633 7661.

