

Vodacom Behind New Vuvuzela Guinness World Records™ attempt

21 July 2009

Imagine thousands of soccer fans blowing vuvuzelas simultaneously for a full 30 seconds before the start of a match? 300 volunteers to help make it all possible....and a new Guinness World Record™ is set.

On Thursday, 23 July 2009, Vodacom will enhance its status as the voice behind the teams, when it spearheads a Guinness World Records™ (GWR) attempt at the Vodacom Challenge Derby, at Nelson Mandela Bay stadium in Port Elizabeth.

At this soccer crescendo, soccer fans will make their mark in history when they are counted as the voice behind the new world record. Three minutes before kick-off, fans will be signalled to blow their vuvuzelas simultaneously, for 30 seconds.

The first 20 000 fans to enter the stadium will receive a complimentary limited edition Vodacom Guinness World Records™ vuvuzela.

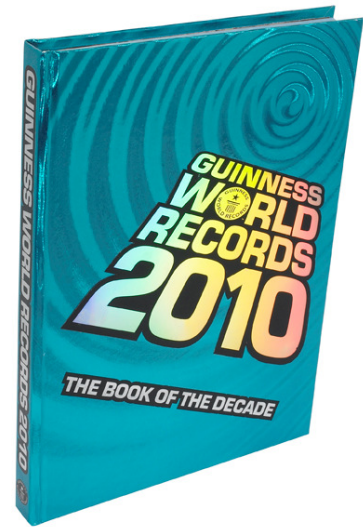
“Vuvuzelas capture the spirit of soccer in South Africa. We are extremely proud to be associated with this world record attempt endeavour. It gives resounding support to the greatest soccer teams in South Africa who established the Vodacom Challenge and also sees a united South Africa behind a new world record. This initiative further encapsulates Vodacom’s commitment to SA soccer, soccer fans and spotlights that we believe in the way it is supported – by the noise,” said Enzo Scarcella, Vodacom’s Managing Executive, Brand and Marketing.

Never before has a record of this nature been attempted. This unique world record attempt will be monitored by Guinness World Records™ adjudicator, Rob Molloy who will fly into the country from GWR Head Offices in London, to adjudicate the event.

With luck, the Vuvuzela World Record Attempt will be included in future GWR Books. *Guinness World Records 2010* is like never before. The hyper-cool front compliments the hyper-cool content inside. It contains all the regular favourites, including Space, Planet Earth, The Animal Planet, The Body, Human Achievements, Engineering and Technology, Sports and others, but it’s also packed with brand new records. Watch out also for over 450 full colour, high-resolution, lifelike images that will keep you wanting more.

This year, for the first time in the history of GWR, the Guinness World Records™ vault is unlocked. This means that everybody will be able to access world records online, enjoy free video clips, wall papers, interviews, record guidelines and more. Our vuvuzela record may even be there! *Guinness World Records 2010* (ISBN Number:139781904994497) will available in all good bookshops for R250.00 from September.

The Vuvuzela World Record Attempt forms the highlight of exciting and unique offerings to soccer fans towards the 10th anniversary of the Vodacom Challenge. The celebratory beat of this milestone will be heard across the nation when 10 000 djembe drums (African drums) are given away as early arrival memorabilia at the Polokwane, Durban and Tshwane matches. In addition, 10 lucky soccer fans stand to walk away with 10 VW Tenacitis.



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