

लोक शिक्षण संचालनालय

मध्यप्रदेश

क्रमांक / कंप्यूटर/सा.सू.न./गि.व.रि./2011/ 314

भोपाल, दिनांक 09/12/2011

प्रति,

समस्त संयुक्त संचालक

समस्त जिला शिक्षा अधिकारी


मध्यप्रदेश

विषय:- सामूहिक सूर्य नमस्कार के कार्यक्रम को गिनीज बुक्स आफ वर्ल्ड रिकार्ड में शामिल करने हेतु विस्तृत दिशा निर्देश।

स्वामी विवेकानन्द जी के जन्म दिवस पर प्रत्येक वर्ष की भांति इस वर्ष भी 12 जनवरी, 2012 को सामूहिक सूर्य नमस्कार के कार्यक्रम का आयोजन किया जा रहा है। इस संबंध में प्रत्येक वर्ष विस्तृत दिशा निर्देश जारी कर कार्यक्रम के आयोजन के संबंध में जानकारी प्रदान की जाती रही है। इस वर्ष शासन ने यह निर्णय लिया है कि सामूहिक सूर्य नमस्कार के कार्यक्रम को गिनीज बुक आफ वर्ल्ड रिकार्ड में शामिल करने के प्रयास किये जाएं। गिनीज बुक्स आफ वर्ल्ड रिकार्ड की वेबसाइट पर सामूहिक योग के कार्यक्रम को **Claim ID 366236 - Largest aerobics demonstration / class (multi location)** के अंतर्गत पंजिकृत कर दिया गया है।

गिनीज बुक्स आफ वर्ल्ड रिकार्ड में शामिल होने से प्रदेश के योग एवं प्राणायाम संबंधी कार्यक्रम को विश्वव्यापी मान्यता मिलेगी एवं अधिक से अधिक लोग इसका लाभ प्राप्त कर सकेंगे। वर्तमान में गिनीज बुक्स आफ वर्ल्ड रिकार्ड में कजाकिस्तान का **(Largest aerobics demonstration/ class multi location)** मल्टी लोकेशन एरोबिक्स का 48,45,098 लोगों के भाग लेने का रिकार्ड दर्ज है, जिसे तोड़ने के लिये यह आवश्यक है कि प्रदेश के सामूहिक सूर्य नमस्कार के कार्यक्रम में भाग लेने वाले सहभागियों की संख्या कजाकिस्तान की उक्त संख्या से अधिक हो। अतः गिनीज बुक्स आफ वर्ल्ड रिकार्ड से प्राप्त विस्तृत दिशा निर्देशों का पूर्णतः पालन किया जाना होगा, केवल उसी स्थिति में सामूहिक सूर्य नमस्कार कार्यक्रम को गिनीज बुक्स आफ वर्ल्ड में शामिल किया जा सकता है। इसलिये यह आवश्यक है कि कार्यक्रम में भाग लेने हेतु अधिक से अधिक संख्या में विद्यार्थियों एवं आम नागरिकों को स्वेच्छा से प्रेरित करें। इस संबंध में गिनीज बुक्स आफ वर्ल्ड रिकार्ड से प्राप्त नियम शर्तें, दिशा निर्देश संलग्न फाईल एवं परिशिष्ट 'एक' में संलग्न है। इन निर्देशों का सावधानी पूर्वक अध्ययन कर इसका पालन सुनिश्चित करें। इस


कार्यक्रम के लिये जिला शिक्षा अधिकारी कार्यालय में किसी एक सक्रिय एवं उत्साही प्राचार्य उ.मा. विद्यालय को नोडल अधिकारी नियुक्त करते हुए, उनके नेतृत्व में एक टीम गठित कर उक्त कार्य की जिम्मेदारी सौंपे एवं संलग्न निर्देशों का पालन सुनिश्चित करें।


संचालक (प्रशासन)
लोक शिक्षण, मध्यप्रदेश
भोपाल, दिनांक ०९/१२/२०११

पृष्ठा.क्रमांक / कंप्यूटर/सा.सू.न./गि.व.रि./२०११/३१६

प्रतिलिपि:

1. निज सहायक माननीय मंत्री जी स्कूल शिक्षा / राज्य मंत्री जी स्कूल शिक्षा विभाग मंत्रालय, भोपाल।
2. प्रमुख सचिव, म.प्र. शासन, स्कूल शिक्षा विभाग, मंत्रालय, भोपाल।
3. समस्त कलेक्टर, मध्यप्रदेश।
4. समस्त प्राचार्य हाई स्कूल / हायर सेकण्डरी स्कूल मध्यप्रदेश की ओर भेजकर निर्देशित किया जाता है कि संलग्न निर्देशों का पालन सुनिश्चित करें।


संचालक (प्रशासन)
लोक शिक्षण, मध्यप्रदेश

(Largest aerobics demonstration/ class multi location) अनेक स्थानों पर ऐरोबिक्स संबंधी क्लेम को दिनांक 27 सितम्बर, 2011 को गिनिज बुक्स आफ वर्ल्ड रिकार्ड की वेबसाइट पर सामूहिक सूर्य नमस्कार के रिकार्ड हेतु क्लेम (Claim) का रजिस्ट्रेशन कर दिया गया है जिसके संबंध में गिनिज बुक आफ वर्ल्ड रिकार्ड से दिनांक 27 सितम्बर 2011 ईमेल प्राप्त हुआ है। सूर्य नमस्कार संबंधी क्लेम आई.डी. 366236 एवं मेंबरशिप आई.डी. 321599 पर गिनीज बुक आफ वर्ल्ड रिकार्ड की पर रजिस्टर हो गया है। इस संबंध में गिनिज बुक आफ वर्ल्ड रिकार्ड से एग्रीमेंट की प्रति भी प्राप्त हुई है जिसके अनुसार एग्रीमेंट में दर्शाई गई शर्तों का पालन करते हुए दावा (Claim) प्रस्तुत करना होगा।

गिनीज बुक आफ वर्ल्ड रिकार्ड से रिकार्ड प्राप्त करने संबंधी विस्तृत दिशा निर्देश प्राप्त हुए हैं। दिशा निर्देश संबंधी प्राप्त डाक्यूमेंट में 1. Specific Guidelines Pack 2. Evidence Required 3. The presence of a Guinness World Records डाक्यूमेंट है। जिसके अनुसार रिकार्ड संबंधी क्लेम प्रस्तुत करने में निम्नानुसार पालन करना होगा:

Specific Guidelines for 'Largest Aerobics Demonstration/ Class'

1. सभी सहभागियों की संख्या की रिकार्ड संबंधी प्रयास करने से पूर्व गणना करना। सहभागियों के एक फार्म पर दो गवाहों के समक्ष हस्ताक्षर प्राप्त करना।
2. रिकार्ड में भाग लेने वाले सभी सहभागियों की कार्यक्रम संबंधी पूर्व जानकारी होना देना।
3. रिकार्ड में भाग लेने वाले सभी सहभागी एक साथ 10 मिनट के लिये पूरे लगाव व सहयोग के साथ ऐरोबिक्स / सूर्य नमस्कार करेंगे। ऐसा इसलिये किया जाना है क्योंकि रिकार्ड में भाग लेने वाले वास्तविक सहभागियों की संख्या मालूम हो सके न कि केवल उपस्थित होने वाले व्यक्तियों की संख्या।
4. सभी सहभागी एक साथ सधे हुए ऐरोबिक्स / सूर्य नमस्कार में भाग लेंगे, इस प्रकार वे इंस्ट्रक्टर को स्पष्ट रूप से देख सकें।
5. सहभागी एक लाईन या किसी भी संख्या में लाईन में या अन्य किसी व्यवस्था में व्यवस्थित रूप से ऐरोबिक्स / सूर्य नमस्कार करेंगे, लेकिन इस बात के निश्चित प्रमाण होना चाहिये कि सभी सहभागी कार्यक्रम में भाग ले रहे हैं।

General 'Mass Participation – Multiple Venue' Guidelines

- स्थान एवं दिनांक के साथ भाग लेने वाली संस्था का नाम दर्शाया जाना चाहिये।

- रिकार्ड का स्थान एक प्रतिबंधित क्षेत्र हो जिसमें प्रवेश एवं निर्गम की स्पष्ट मार्किंग के साथ पूर्ण नियंत्रण हो। रिकार्ड एरिया बाउंड्री से बंद हो।
- सभी सहभागी प्रारंभ से लेकर अंत तक अपनी पूरी दक्षता के साथ कार्यक्रम में भाग ले।
- सहभागियों के सहयोग हेतु सुपरवाइजर को नियुक्त किया जा सकता है ताकि यह सुनिश्चित हो सके कि सभी सहभागी कार्यक्रम में भाग ले रहे हैं। 100 सहभागियों पर एक सुपरवाइजर रखा जा सकता है।
- सुपरवाइजर की काउंटिंग सहभागियों की कुल संख्या में शामिल नहीं की जानी चाहिये।
- संपूर्ण कार्यक्रम एक सार्वजनिक क्षेत्र में आयोजित किया जाना चाहिये जिससे जनता इसका निरीक्षण कर सके।
- सहभागियों की उपस्थिति की संख्या गिनीज वर्ल्ड रिकार्ड द्वारा पारित विधि से काउंट की जाए।
- प्रतिभागियों की वास्तविक गणना हेतु उन सहभागियों की संख्या भी काउंट की जाना चाहिये जो कार्यक्रम के संपन्न होने से पूर्व ही स्थान छोड़ देते हैं और उनकी संख्या को कुल संख्या में से घटा देना चाहिये।
- एक स्थान पर कम से कम 25 सहभागियों की संख्या अनिवार्य होना चाहिये।
- आयोजन स्थल की संख्या कम से कम 10 होना चाहिये।
- डाक्यूमेंटेशन के साथ आयोजन स्थल की संख्या एवं उनकी स्थिति को दर्शाया जाना चाहिये।
- कार्यक्रम सभी स्थानों पर एक साथ एक ही समय के अनुसार किया जाना चाहिये। प्रत्येक आयोजन स्थल के स्थानीय समय को डाक्यूमेंटेशन के साथ दर्शाया जाना चाहिये।
- इसी फॉर्मेट का प्रत्येक आयोजन स्थल पर अनुसरण किया जाना चाहिये।

Acceptable Counting Methods

- Turnstiles
- Clickers
- Barcode ticketing system
- Grid-like distribution of participants
- **Ticket stubs (torn ticket issued as receipt)**

- उपरोक्त के अतिरिक्त कार्यक्रम के प्रारंभ से अंत तक की विडियो सीडी / डीव्हीडी शूटिंग की जाना चाहिये।
- सभी कार्यक्रम के रंगीन फोटोग्राफ जो 300 dpi, 15cm x 15cm के हो, लिये जाना चाहिये जिससे सहभागियों की संख्या के संबंध में पर्याप्त प्रमाण मिल सके।
- स्थानीय समाचार पत्रों की क्लिपिंग / कटिंग इत्यादि एकत्रित किया जाना चाहिये ताकि क्लेम हेतु इन्हें प्रस्तुत किया जा सके।

Evidence Required

- 1 कवर लेटर
- 2 कम से कम दो निष्पक्ष / स्वतंत्र गवाहों या एक सिविल ला के अनुसार नोटरी के बयान/ कथन जो कार्यक्रम के संबंध में प्रमाण दे सकें एवं इसकी पुष्टि कर सकें।
- 3 कार्यक्रम के विडियो सीडी / डीव्हीडी फुटेज।
- 4 उच्च स्तर के कलर फोटोग्राफ।
- 5 कार्यक्रम के संबंध में गिनीज वर्ल्ड रिकार्ड द्वारा मांगे गये विशेष साक्ष्य / गवाह इत्यादि।
- 6 ARRA Schedule Two signed – Record Claimant's Evidence Submission Release.
- 7 ARRA Schedule Three signed- Supporting Material Release.

उपरोक्त के संबंध में गिनीज बुक आफ वर्ल्ड रिकार्ड से प्राप्त विस्तृत गाइड लाइंस संलग्न है। उपरोक्त सभी प्रमाणों को ईमेल के साथ प्राप्त फार्म में भर कर गिनीज बुक आफ वर्ल्ड रिकार्ड के कार्यालय में भेजा जाना होगा ताकि कार्यक्रम को गिनीज बुक आफ वर्ल्ड रिकार्ड में रजिस्टर किया जा सके।

उपरोक्त के अतिरिक्त विस्तृत जानकारी हेतु गिनीज बुक्स आफ वर्ल्ड रिकार्ड से प्राप्त दिशा निर्देश की फाईल संलग्न है।



SPECIFIC GUIDELINES PACK

This document acts as a guide to the specific considerations and undertakings for your potential attempt on the Guinness World Records™ category and is used in conjunction with the Record Breakers' Pack, which outlines the evidence required to prove your attempt's success. This should be read and understood by all concerned with the record attempt prior to the attempt – this includes every participant, organiser and witness.

These guidelines are specific to your attempt and **must** be followed. Should any guideline be contravened, your attempt will be disqualified, without any right of appeal.

Please note that, as detailed in the Agreement Regarding Record Attempts, these guidelines in no way provide any kind of safety advice or can be construed as providing any comfort that the record is free from risk. Guinness World Records will not accept responsibility for the safety of participants or bystanders in any record attempt. It is your sole responsibility to ensure that all necessary safety precautions are in place and that all equipment used is suitable and thoroughly checked prior to the record attempt taking place and in compliance with any and all local health and safety laws and regulations.

LARGEST AEROBICS DEMONSTRATION / CLASS (MULTI LOCATION)

DEFINITION OF RECORD

This record is for the greatest number of people doing aerobics, held simultaneously at different venues, which has been set up by the same organisation.

SPECIFIC GUIDELINES FOR 'LARGEST AEROBICS DEMONSTRATION/CLASS'

1. A headcount of participants must be taken prior to the record attempt by registration. Participants must sign his or her name once only on a form witnessed by two independent persons.
2. The number of people who are hoping to constitute the record must all be well versed in the movements of aerobics.
3. All participants should be performing the aerobics simultaneously for at least ten minutes with the full participation of everyone involved. This needs to be done so that the record is clearly for the number of people actually participating and not just the number of people attending the event.
4. All participants should be performing the same routine simultaneously, thus all participants should be able to see either instructors and follow their movements or a video screen/video screens.
5. Participants may be in a single line; any number of lines or in any other arrangement, but there should be sufficient witnesses to certify that all persons attending are fully participating in the record attempt.

GENERAL 'MASS PARTICIPATION – MULTIPLE VENUE' GUIDELINES

- § The name of the organisation, company or person(s) making the attempt must be given, along with the date and place.
- § All record attempts must take place in restricted areas with entrances and exits clearly marked and controlled. Indoor attempts must take place in a room designated for the attempts, and outdoor attempts must be secured with fences or other physical barriers.
- § Every participant counted who is within the barriers of the attempt area must fully participate in the attempt to the best of his or her ability. If, to the independent witnesses' satisfaction, everyone is not fully participating, the attempt will end and must begin again.
- § Supervisors can be involved throughout the crowd to help ensure that all the contestants fully participate in the attempt. There can be up to one supervisor for every 100 participants.
- § If everyone counted within the attempt area is not fully participating to the best of his or her ability, the supervisors are responsible for deducting participants within their assigned areas who do not participate. If the total number not participating exceeds 5% of the final total, the attempt will be disqualified.
- § Supervisors will not count towards the final total number of participants.

- § The event must take place in public places or in venues open to public inspection.
- § Attendance numbers must be accurately confirmed by a method approved by Guinness World Records. Please see the “ACCEPTABLE COUNTING METHODS” section of this pack. Any method other than those listed must be pre-approved by Guinness World Records.
- § Participants leaving the attempt areas before the attempt is over must also be counted accurately and deducted from the final total.
- § There must be a minimum of 25 participants per location.
- § There must be at least 10 different venues.
- § The total amount of venues used and their location must be submitted with the documentation.
- § The event must be synchronized so that it occurs simultaneously in all locations and time zones. The local time at each venue must be included in the documentation.
- § The same format must be followed at each location.
- § After the event, the witness statements from each location and all other verification as per the general guidelines must be sent to the main organiser, who is then responsible for collating all the information and sending a complete claim to Guinness World Records.
- § No individual claim packs from single locations will be accepted by Guinness World Records.
- § Failure to include the required documentation will ultimately delay the outcome of your claim or lead to its rejection.

ACCEPTABLE COUNTING METHODS

- § Turnstiles – Counters on each turnstile record the number of people passing through into the attempt area.
- § Clickers – two at each entrance in order to obtain maximum accuracy. These must be operated by independent individuals with no interest or affiliation in the attempt.
- § Barcode ticketing system – Tickets obtained prior to the event are scanned as participants enter and the scanner registers the number of tickets. If participants pre-register online and obtain a personalized barcode, the machine can also register their names and other information.
- § Grid-like distribution of participants – Organizers arrange participants in rows or squares that each contain a certain number of people and these units are counted to obtain a final total.
- § For attempts with less than 1,000 participants only, participants may be counted using ticket stubs collected at the entrance(s).

EVIDENCE REQUIRED



If we are not present at your record attempt, we will require the following material to evaluate your record accurately and to verify your record attempt:

1. Cover letter (summarizing the details of your record attempt – when, where, who and what – as well as its precise measurements. Please also detail what you are including in your evidence).
2. At least two independent witness statements or one signed affidavit by a civil law notary (please note that in the USA, a Notary Public does not qualify under the Civil Law Notary option and therefore cannot act as sole witness for a record attempt) confirming the measurements and details of your claim.
3. Video footage of the record attempt on DVD or Video-CD.
4. High-quality colour photographs of your record attempt.
5. Specific evidence (as requested in the Guinness World Records Guidelines sent to you for your record attempt): log books, official and expert statements and measurements, surveyor reports, list of all stewards (complete with profession, address and phone numbers), and so on.
6. ARRA Schedule Two signed – Record Claimant’s Evidence Submission Release.
7. ARRA Schedule Three signed – Supporting Material Release.

Failure to provide any of the material listed here and in the Guidelines document may result in your claim being rejected, so please check the documentation before you submit it.

You can also send any other materials that you would like us to review, or to share as back-up evidence, such as media coverage generated by your record attempt (newspaper articles, news videos, etc). Note: these cannot be used to replace any of the above.

1. COVER LETTER

This must outline the details of the record that you are claiming and describe the evidence you are submitting. This must also outline any specific incidents during the event – for example, a power shortage or extreme weather conditions – and any other details you think relevant to your claim or which you wish to share with us.

You must also submit the full name, postal address, telephone number and e-mail address of the record holder, so that these details are correct in our records database and also in case it appears in one of the Guinness World Records books!

Please find a sample for the cover letter in *Appendix 1*.

2. WITNESS STATEMENTS

If a Guinness World Records Adjudicator is not present at your record attempt, we must receive signed and independent statements of authentication by **independent** and **valid witnesses** who have been present at the event and can confirm all details of the claim.

1. At least one of the witnesses must be qualified (or be an official) in the record's subject area (a referee of the sport in a sports-related record, a surveyor in measurements for length-based records, etc.) by having expertise in the field related to the record attempt and being members of a professional association in the area regulating the record attempt.
2. The statements must be written by these independent witnesses.
3. Except where both the witnesses are members of the same professional body, or are officials of a national sporting organization (or similar), the witnesses must be independent of each other (not related and not working for the same company) and always independent of the person(s) or organization attempting the record. **'Independent' means that they are not associated with, or related to, the record organizers or participants, nor should they have anything to gain from the final outcome of the attempt.**
4. Each statement must be compiled by the witnesses themselves, and must be signed in their own hand. Each statement must also include full contact information (name, address, telephone number, e-mail address and employment details/title/position stating their expertise in the area) of the witness creating it and should be on headed notepaper, where possible.
5. The statements must confirm which points of the guidelines have been followed, and which points have not, and state the exact details pertaining to the record quantification – dimensions, participants involved, and how this measurement was taken, along with the date, location, record title and record holder.
6. If providing civil law notary statements, they must follow the details outlined above in terms of content, but in this instance you require just one of these statements (unless otherwise mentioned in the specific guidelines).
7. For record attempts that take place over several hours or days, an unlimited number of witnesses can act as such, but there must be at least two witnesses at the record attempt at all times. Each statement must make clear exactly when that particular witness was 'on duty'.

2.1 Who can act as a valid witness?

1. A **Guinness World Records official Adjudicator**. An official Guinness World Records representative can be present during your record attempt to verify that the rules have been followed and, if a new record has been set, they can immediately announce it. In this case you might not need to send us some of the evidence listed in points 1–4, as we would already be there!
If you want to find out more about this option, please click on: http://corporate.guinnessworldrecords.com/adjudications_6.aspx
2. **Civil law notary**. In countries where this figure exists, notary affidavits coming from notaries (who have the legal power to prepare contracts and act as legal witnesses before the law) are an acceptable witness statement. In this statement, they need to mention the result of the record attempt and make it clear that they followed each point of the guidelines. In mass participation records, the notary must verify that guidelines were followed, as well as the number of witnesses per participant, and the final result for the record.
3. **Audit company** or **professional services firm** contracted by the record organizers to independently verify the outcome of the record and the following of the guidelines, in a similar manner to the civil law notary option.

4. **Qualified** or **expert** member of the international body, association, group of reference, etc, governing the category under which the record takes place (for example, federated sport referees if the record is in the area of a particular sport, or university teachers with expertise in the field relevant to the record). In most cases, as mentioned in the specific guidelines for each record, at least one of the witnesses present in the record attempt has to be a qualified expert in that particular area.
5. In some cases we can accept statements from **Police Departments** (but not from police officers independently), for records happening in public areas where their presence has been requested. In those cases, they can issue statements and act as official witnesses of the record attempt.
6. In case of **mass participation records** the official witnesses must count the total number of participants and vouch for the accuracy of the total number of participants claimed in their statements. They should detail the exact method of counting. If the total number of participants is over 5,000, more than two official witnesses are required.
7. In the case of mass participation records, a steward for every 50 participants is required to make sure that everyone is actively participating. Each steward must submit a signed statement with the exact number of confirmed participants. A separate list of stewards must be submitted stating full names, profession, address and phone number.

*We understand that in your particular record attempt it may not be possible to have any of the above-mentioned options. In the event that you would like to propose an alternative independent witness, please read the specific record guidelines for your record and contact us. You will need to receive a written confirmation of this accepted alternative before going ahead with the record attempt.

See one proposed form for the witnesses' and stewards' statements in Appendix 2 and 3. Remember that these statements, when possible, should be on a headed letter from the organization represented by the witness. All fields mentioned in Appendix 2 and 3 are mandatory.

3. VIDEO EVIDENCE

3.1 Quality

Although we do not expect video footage to be of broadcast quality, it must be of sufficiently high quality to enable our Records Management Team to evaluate your record attempt. This means that it must clearly depict the action of the world record attempt from an angle, or angles, that will enable our Records Managers to make a judgement on whether or not the record has been broken.

3.2 Length

If we are not present at your record attempt, we need to be able to watch it. That's why the video evidence is so important to us, and that's why you should tape the entire record attempt.

Even for record attempts lasting longer than 24 hours (such as marathon records), we must receive footage of the entire attempt. In those cases (when a record attempt lasts for at least 24 hours) the following points must be clearly marked:

- The start of the attempt.
- Any significant incidents that occur during the attempt.
- The point at which the record is broken.
- The end of the attempt.

3.3 Format

We require all video footage to be submitted on DVD/CD-ROM, in Windows Media, QuickTime or VHS format.

4. PHOTOGRAPHS

You need to submit photographs as part of your world record claim. Photographs may be submitted in digital format on CD-ROM or on DVD (they should be taken in at least 300 dpi at a size of 15 cm x 15 cm), or in traditional photographic print or slide format when digital copies are not possible.

Colour photocopies of existing photos are not acceptable.

Print-outs of digital images are only acceptable if the photograph is also provided in digital format.

*Your record will have a far greater chance of appearing in the Guinness World Records book if you supply us with interesting, high-quality photographs of your record attempt, although this in itself is no guarantee that the record will be featured.

4.1 What kind of pictures should you send?

Note that photographs are a compulsory evidence requirement for all record attempts. We will not reject your claim simply because your photographs are not of publication quality, but they must be of sufficient quality to allow us to evaluate your record claim. Although we do our best to include great photographs in our book, we are unable to guarantee that even very high-quality photographs will be published.

Get in close and keep it simple

Zoom in on the subject of the record, and try to eliminate any unnecessary clutter or background scenery, as this simply distracts attention away from the record itself. The exception to this rule is for records where a sense of scale is relevant (see image, right). Make sure that photographs are in focus and well lit.

Show a sense of scale

If you have constructed the world's biggest mousetrap, photograph it next to a regular-sized mousetrap, or some other common object that helps viewers to appreciate its scale. Sometimes the best solution is to photograph the record object along with a person, and in such instances it is best if this person is the maker of the object. If your record involves a large gathering of people or objects, try to photograph the event from an angle that captures its large scale.

Capture the action

Where your record attempt involves action, try to capture the participants in action (if the record is for the world's largest pillow fight, for example, try to photograph the participants pillow fighting).

Variety

Try to include a wide variety of photographs of the record object or event. This might include photographs taken from various angles and positions, as well as photographs taken at different stages of the record attempt (i.e. at the start, during the attempt, at the end and afterwards). The more photographs that are available, the greater the chance of them being interesting to our Records Management Team and more likely they are to make it into one of our publications!

Label the pictures

Where possible, tell us who the people are in the pictures.

5. SPECIFIC GUIDELINES EVIDENCE

Each of the record categories monitored by Guinness World Records has a specific set of guidelines. You can find the guidelines for your particular record attempt attached to the email that we have sent to you confirming the details of your record attempt.

These specific guidelines very often mention the evidence, aside from the above-mentioned list (points 1–4) that we need to evaluate your particular claim by our Records Managers or by our Adjudicators on site.

Here is a brief list of some examples of these; however, you must consult the Guidelines document of your particular record category in order to find out what specific material (apart from the above-mentioned points 1–4) you need to send in. Examples of these specific materials are:

- Log-books
 - » Where appropriate to the event, supply a signed and dated log-book showing that the attempt has been the subject of unremitting surveillance. This must include details of rest breaks, change-overs of staff or teams, scoring, game times, lists of songs/music, ingredients, details of a collection, and so on.
- Expert statements
 - » These can be from many sources – e.g. environmental health officer, public health official for sanitary records, vets for animal records, sporting officials for sport disciplines, surveyors for distances and sizes, etc.
 - » Accurate professional equipment must be used for measuring and all relevant measures must be given.
 - » Measurements should be given in metric (metres, grams, kilograms), but if not, then in imperial (feet, pounds, ounces). Preferably, measurements should be supplied in both. Volume measurements should be given in litres, but if they are measured in gallons, the expert statement must specify if they are UK or US gallons.
- Statements by stewards
 - » All stewards overseeing the record attempt must submit a signed statement detailing their activity, method of counting and confirming the number of participants they personally observed actively participating in the record attempt. They should also detail the number of participants they had to disqualify for not participating or for not following the guidelines. (These are required mostly for mass participation records.)

6. AND 7. ARRA SCHEDULES TWO AND THREE

ARRA Schedules Two and Three must be signed and returned to Guinness World Records with all the evidence submitted with your claim. Therefore, they are always sent after the completion of the record, as they are linked to the materials you are submitting for us to review as part of your record claim. If the Schedules are not signed, we will not be able to accept your claim.

You must also enter your Claim ID number on Schedules two and three – otherwise we will similarly not be able to accept your claim.

For us to accept your claim, the Schedules must not be altered or changed in any way.

The Schedules allow you and anyone else who is supplying evidence such as photographs and videos, to give Guinness World Records permission to republish those materials (see ARRA Schedule One for more information).

The Schedules must be completed by **the person who made the original application** on our website – i.e. the person organizing or attempting the record attempt – **and those supplying visual evidence** (if they are different from the person organizing/attempting the record attempt).

Witnesses and any others present at the record attempt do NOT need to sign the Schedules.

Independent media coverage will not be republished, so you do NOT need newspaper or TV crews to sign the Schedules either. If we are interested in using their material, we will contact them directly.

OTHER IMPORTANT INFORMATION

Should I include media coverage in the evidence package?

You can include cuttings from local or national newspapers, specialist or general-interest magazines, and recordings of television or radio news reports if they are generated. This way we can appreciate how important your record attempt was for your country/region/community, and this may also help your record gain coverage in the next Guinness World Records book.

You do not need to send articles previous to the record attempt.

Will Guinness World Records return my claim evidence?

Due to the large volume of materials we receive, it is not possible for us to return the items you submit. For original documents such as passports or birth certificates, copies may be submitted, provided they are certified as true copies of the original documents (this process differs from country to country but normally involves the document being copied in the presence of a public notary, police officer or lawyer, who signs and stamps the copy to certify its validity).

WHERE SHOULD I SEND MY EVIDENCE?

- Please send all documentation in English, with translations where necessary, to:

Guinness World Records

3rd Floor
184–192 Drummond Street
London
NW1 3HP
UNITED KINGDOM

- Clearly mark all documentation and photographs with your name and address, Reference/ Claim ID, and state which record has been attempted.
- Material may be retained for possible archiving.
- When sending your documents from outside the United Kingdom, please state that the overall value of the package does not exceed \$10. Otherwise, you might be asked to pay duty.

COVER LETTER FOR RECORD CLAIM

This is a sample of the cover letter you must include with your record claim evidence. It is acceptable to use this form as your cover letter, provided that all information is supplied in full.

This is the cover letter for my claim to Guinness World Records™.

CLAIM ID NUMBER: _____

RECORD TITLE: _____

CURRENT OFFICIAL (PRIOR TO YOUR RECORD ATTEMPT) RECORD:

Example: 453.59 kg (1,000 lb)

YOUR CLAIMED (AFTER YOUR RECORD ATTEMPT) RECORD:

Example: 680.39 kg (1,500 lb)

IF THIS CLAIM IS SUCCESSFULLY ACCEPTED BY GUINNESS WORLD RECORDS, THE NEW RECORD HOLDER WOULD BE:

Name: _____

Nationality: _____

Address: _____

E-mail address: _____

Tel: _____

Age: _____

IN ORDER TO BE CONSIDERED FOR THIS CLAIM, I AM SENDING

TO GUINNESS WORLD RECORDS:

Witnesses' statements generated by: _____

Video of the record attempt

Photographs of the record attempt

Specific evidence as requested in the guidelines for this record attempt

ARRA Schedule 2

ARRA Schedule 3

Media articles / newspaper cuttings / news videos and similar

Other material: _____

COMMENTS

Please remember to include here:

- background of the record attempt
- why you decided to break a record
- description of the event
- description of the record attempt itself
- details of who took part in the record attempt
- description of how the record was measured – for example, with a surveyor's wheel, using turnstiles, with an industrial scale, etc.

STEWARD OF A GUINNESS WORLD RECORDS ATTEMPT – STATEMENT

I, _____ have acted as a steward of the Guinness World
Records™ attempt for the record: _____

My current job title/profession is: _____

I work for: _____

My contact details are:

Name: _____

Address: _____

City: _____

Province/State: _____

Country: _____

Telephone number: _____

Email address: _____

I am willing to be contacted by Guinness World Records to discuss any details regarding this record claim.

Attempt location:

City: _____

State/Province: _____

Country: _____

When were you present at the record attempt (dates and times)?

What was your role as a steward?

How did you count the participants?

How many participants did you observe in total?

How many of these participated fully, as per the specific guidelines of the record?

How many participants did you have to disqualify and why?

Are you aware of the specific guidelines of the record attempt?

I am willing to be contacted by Guinness World Records to discuss any details regarding this record claim.

Signature: _____

Date: _____

WITNESS OF A GUINNESS WORLD RECORDS ATTEMPT – STATEMENT

I, _____ declare that I am not associated with, or related to, the record organizers or participants, nor have anything to gain from the final outcome of the attempt. Therefore I have acted as a witness of the Guinness World Records™ attempt for the record:

This attempt has the Claim ID number: _____

My current job title/profession is: _____

I work for: _____

My contact details are:

Name: _____

Address: _____

City: _____

Province/State: _____

Country: _____

Telephone number: _____

Email address: _____

I am willing to be contacted by Guinness World Records to discuss any details regarding this record claim.

I acted as a witness in this record attempt because my field of expertise is:

I am including my business card to this witness statement: YES NO

(Place your business card here)

WHERE the record attempt took place?

Venue: _____

City: _____

State/Province: _____

Country: _____

WHEN were you present at the record attempt (dates and times)?

Final measurement:

WHAT DID YOU SEE / MEASURE / EVALUATE AS A WITNESS?

I am willing to be contacted by Guinness World Records to discuss any details regarding this record claim.

Signature: _____

Date: _____

SCHEDULE ONE

GUIDANCE ON SUPPORTING MATERIALS & EVIDENCE

PLEASE READ IN FULL THESE IMPORTANT NOTES ON THE PROCEDURE OF SUBMISSION OF MATERIALS & EVIDENCE:

If you are submitting materials and evidence AFTER your Record Attempt has taken place, to accompany the submission of Materials, please ALWAYS sign and return the “RECORD CLAIMANTS EVIDENCE SUBMISSION RELEASE” attached as Page 4.

If you are submitting materials and evidence (which does not belong to you) AFTER your Record Attempt has taken place, to accompanying the submission of Materials, please ensure that the ‘SUPPORTING MATERIAL RELEASE(S)’ attached as Page 5 is/ are ALWAYS signed and returned.

Please note that without the submission of these signed releases, we will be unable to process your Record Claim.

PROCEDURE TO SUBMIT MATERIALS & EVIDENCE:

- The below Materials should be sent, for the attention of the Records Management Department with the Claim ID Number clearly marked to **Guinness World Records Limited, 184-192 Drummond Street, London, NW1 3HP, United Kingdom**. All Materials should be in **English** (with translations where necessary) and clearly marked with your **name, address and Claim ID Number**.
- GWR will be under no obligation to return any Materials to you in any circumstances.
- If the documentation you provide is not sufficient we may reject your claim for insufficient evidence and destroy the Materials you sent in within one month. It is your responsibility to make sure we receive a full claim.
- All Material submitted for Records that cannot be accepted is kept only for one month and then it is destroyed.
- You should note that we may be unable to confirm your status as a Guinness World Records® Record Holder until satisfied that we can use the Materials you have submitted in support of your Record Attempt in any media without further reference to you or any third party. This not only includes our world famous publications, but all manner of uses (by us or others) such as on television, radio, videocassettes, DVDs, licensed merchandise, and the internet.

- Therefore in advance of your record attempt you should consider carefully the type of Materials you intend to submit. This may be more difficult to do after the event if you lose contact with any of those involved. In many ways it is as important as the Record Attempt itself.
- It is for you to decide what to submit. We receive all forms of Materials including photographs, videotapes, audio cassettes, newspaper clippings and printed reports. Whatever you do, please try to keep your Materials as simple as possible to ensure that you control what you submit. If you include any photographs or video in your submission ensure that the photographer or camera operator has signed this form as he or she may own rights in those photographs or images. This should all be relatively easy to organise and describes most of the Material we receive. However as soon as you start adding other materials such as music, film clips and recordings from television broadcasts you may encounter rights difficulties. Depending upon the nature of your record attempt this may be impossible to avoid. But unless this further material is essential to your submission you should try not to include it.
- Please consider the Materials & Evidence list below (1-6) carefully including the details of Material which is owned by you (or others who have signed the appropriate form) as well as other Materials which you have included but may not own.
- Copies of video, photographs, official certificates and most other evidence are suitable, although original witness statements and log books must be sent in – photocopies of these will not be acceptable.

MATERIALS & EVIDENCE

1. Signed statements of authentication (“Statements”): by two independent persons (“Witnesses”) who have attended the Record Attempt and can confirm all details of the claim:

- where applicable, at least one of the Witnesses should be qualified (or an official) in the subject area of the Record Attempt;
- the Witnesses must have “standing” in the local community, meaning that they must be prominent and respected. Examples of such persons include public notaries, justices of the peace, police officers, judges, mayors or town councillors and newspaper editors. The job or position of each Witness must be clearly stated on his or her witness statement;
- except where both the Witnesses are members of the same professional body, or are officials of a national sporting organisation (or equivalent body), the Witnesses must be independent of (i.e. not normally associated with or related to) each other as well as independent of you. Witnesses may not take part in the organisation or planning of the Record Attempt nor be a participant in it;
- You can replace the requirement for two witness statements, with **ONE** statement by a notary public, or a statement authenticated by a notary public;
- the Statements may not take the form of pre-prepared printed statements that are simply signed by the Witness. Each Statement must be compiled by the Witnesses themselves (on their

own headed notepaper where possible) and include the Witnesses' signature and full contact information (including name, address, telephone number and/or email address);

- the Statements should confirm (with detail where necessary) that you have abided by the Guidelines;
- all statements must be in English Language or professionally translated;
- for record attempts that take place over several hours or days, or cover a large area and several locations it is possible for more than two Witnesses to be present in "shifts". In this case GWR expects to see log books signed by the witnesses on duty, but two overall statements covering the event as a whole and indicating place, date, time, names of participants, record details, and confirming that the overall witnesses have spoken with all parties involved and have sufficient elements to attest to the authenticity of the claim.

2. Independent corroboration in the form of media coverage:

This may include cuttings from local or national newspapers, specialist or general interest magazines, and recordings of television or radio news reports.

3. Video footage of the Record Attempt on VHS (PAL or NTSC), DVD or CD-Rom:

Where possible, the original footage should also be supplied on DV or Mini DV.

4. High quality colour photographs:

Photographs may be submitted in digital format on CD-Rom or DVD (taken at 300dpi in a 15cm x 15cm size), or in traditional photographic print or slide format. Colour photocopies are not acceptable. Print-outs of digital images are only acceptable if the photograph is also provided in digital format.

5. Where appropriate to the event, a signed and dated logbook showing that the attempt has been the subject of unremitting surveillance:

Time and duration of rest breaks taken, where relevant, should be shown.

6. Measurements (where applicable) should be made by suitably qualified individuals and witnessed by the Witnesses:

Accurate professional equipment should be used for measuring and all relevant measures must be given.

SCHEDULE TWO

RECORD CLAIMANT'S EVIDENCE SUBMISSION RELEASE

Name of Record Claimant:

Claim ID:

In respect of GWR considering my Record Attempt and submitted Materials:

1) I grant to GWR the right to use the Materials I am sending to GWR in connection with my Record Attempt for use by GWR in connection with the business of GWR, which includes use in any GWR publication, encyclopaedia, production, website or any other media;

2) I acknowledge that I have read and understood Schedule One, including the 'Important Notes' section which accompanies this Agreement and confirm that no parts of the Materials referred to in paragraph 1 above have been copied from materials owned by third parties;

3) I agree that I do not and will not require GWR to identify me as the author or creator of any of the Materials I am sending to GWR in connection with the Record Attempts, and that I do not and will not object to the manner in which GWR treats those Materials;

4) I acknowledge that so far as I am aware the information and facts I am providing are true;

5) I agree that the personal information I am providing, including my name and photograph, may be held and used by GWR and its agents or affiliates for all and any purposes connected with the publication and commercialisation of Guinness World Records®, and to the transfer of that personal information to countries outside the European Economic Area for these purposes;

6) I acknowledge that the words "GUINNESS WORLD RECORDS" and the star and column logo are trademarks of GWR, protected by trade mark registrations or applications for registrations throughout the world. I understand that if GWR confirms my record, GWR will license me to use the words "GUINNESS WORLD RECORDS" in referring to myself as a "Guinness World Records® Record Holder" for personal, non-commercial purposes only. I may not use the star and column logo or any other trade mark or logo used by GWR without GWR's further consent.

7) This Agreement shall be governed and construed in accordance with the laws of England and the parties hereby submit to the exclusive jurisdiction of the English Courts.

(If you created any of the Materials for submission to GWR in connection with the Record Attempt, you must sign this Agreement below or get a parent/ guardian to sign if you are under 18 years of age).

Signature: Parent/ Guardian (If applicable):

SCHEDULE THREE

SUPPORTING MATERIAL RELEASE

To: GUINNESS WORLD RECORDS LIMITED (“Guinness World Records”)
3rd Floor, 184-192 Drummond Street, London NW1 3HP

From: Name of Owner of Material (the “Owner”).....
Address.....

Dated:

Dear Sirs

“RECORD ATTEMPT – CLAIM ID: [_____]”

In consideration of the sum of One Pound (£1) (receipt of which and the adequacy of which is acknowledged), I assign to Guinness World Records Limited absolutely with full title guarantee free from all third party rights (where relevant, by way of present assignment of future copyright) the entire copyright and all other intellectual property rights of whatsoever nature (whether vested, future or contingent) in all Material (as outlined below) submitted by me or the Record Claimant in connection with the Record Attempt throughout the world for the full period of copyright and all renewals, revivals, reversions, reinstatements and extensions of the same and after that, so far as possible, in perpetuity. In addition, I hereby waive my entitlement to all so-called “moral rights” in the Work as provided for by the Copyright, Designs and Patents Act 1988 and any other such similar rights in any other country throughout the world.

I warrant that I am the sole author of the Work, that I am entitled to enter into this Assignment and that I have not disposed of or encumbered the rights in the Work in any way which would derogate from the assignment of rights under this Assignment.

THIS AGREEMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF ENGLAND AND THE PARTIES AGREES TO SUBMIT TO THE EXCLUSIVE JURISDICTION OF THE ENGLISH COURTS. YOU AGREE TO WAIVE ANY AND ALL OBJECTIONS YOU MIGHT OTHERWISE HAVE TO VENUE, OR TO THE PERSONAL JURISDICTION OF THE ENGLISH COURTS.

I agree that I shall do all such acts and execute such documents as Guinness World Records may require to vest in or confirm to Guinness World Records or its successors in title and licensees the said rights.

Signed:

Print Name:

Description of Material:

Date Material was created:

THE PRESENCE OF A GUINNESS WORLD RECORDS



BASIC ADJUDICATION

This service is for anyone that already knows the record they want to attempt. The service provides on-site verification of your record attempt by a trained Guinness World Records Adjudicator and the official presentation of your framed Guinness World Records certificate. It also includes a licensing package allowing you to use the Guinness World Records logo for promotional purposes.

- Clients include: **DreamWorks Animation, Estee Lauder**

CORPORATE ADJUDICATION

If you need advice on finding the right record or creating a Guinness World Records experience, then the Corporate Adjudication Service can help. We provide a dedicated account manager to guide you through the record-breaking process. In addition to on-site verification and certificate presentation, the service includes creative direction, concept design, support during the preparatory phases and an extended licensing package.

- Clients include: **Danone**

LICENSED ADJUDICATION

A deluxe package ideal for brands and partners for whom record-breaking will be used commercially. If a successful record title will be promoted through advertising, marketing or sponsorship then this readymade package will ensure that you're equipped to roll-out commercial activity immediately. With extensive trademark licensing combined with creative direction and adjudication, this is ideal for commercial partners.

- Clients include: **Xbox Kinect, TGI Fridays**

MAKE THE MOST OF GUINNESS WORLD RECORDS AT YOUR RECORD ATTEMPT



INTRODUCTION

The popularity of Guinness World Records is clear: we are an internationally recognised brand with 97% brand recognition, our shows are watched by 250 million people a year and more than 2.5million have visited our live events around the world in the past 12 months.

Guinness World Records resonates with consumer and business alike by making the same powerful emotional connection through being the world's best.

This global popularity means that using the Guinness World Records logo to promote your event and on-site at your record attempt lends authority and additional kudos

BEFORE YOUR RECORD ATTEMPT

Guinness World Records can help amplify awareness of your record attempt.

Whatever the aims of your record attempt, using the Guinness World Records logo will add authority and authenticity.

Encourage people to join your event whether it is take part in the record attempt, join the crowd to support the attempt or generate interest and donations.

- Posters
- Web & social media
- Advertising

AT YOUR RECORD ATTEMPT

Make your event a record-breaking experience that you'll never forget. Using the Guinness World Records logo at your attempt can generate additional excitement and engagement from your crowd.

- Banners and Signs
- T-shirts

ONCE YOU HOLD A GUINNESS WORLD RECORDS TITLE

Becoming a Guinness World Records title holder is just the start of the journey. Once you have joined our elite family of record-breakers, you can shout about it.

Whether it's to promote your individual achievement or to demonstrate the accomplishment of a brand or product, Guinness World Records has a solution that will work for you.

- Email signature
- Web – fixed tenure/extended
- Marketing
- On-pack
- Advertising

APPROVAL PROCESS

By partnering with Guinness World Records, you are taking on responsibility as an ambassador of our brand. We ask that you appreciate and respect our brand values and reputation when using the Guinness World Records logo or name.

The process for obtaining approval for your licensed products is set forth in the agreement you have with Guinness World Records Limited. For further information and/or clarification about anything contained in this style guide, please liaise with your licensing contact.



EXTRA CERTIFICATES SERVICE

Now anyone
who takes part
in a successful
record attempt can
have their name on
an official **GUINNESS
WORLD RECORDS™**
Certificate!

For all Guinness World Records™ record holders, a Guinness World Records™ Certificate is the ultimate way to demonstrate and publicize your world-beating achievement. Understanding the importance of our certificates to our record holders, Guinness World Records™ provides one certificate free of charge to all of our successful claimants. These certificates contain details of the record, the name of the record holder, the location of the record attempt and the date that the record was achieved.

Standard Extra Certificates

As part of our continuous effort to acknowledge the achievements of our certified record holders, Guinness World Records™ provides a Standard Extra Certificate Service, which enables participants of a successful record attempt to order duplicates of the original standard certificate.

These standard extra certificates can be sent directly to the record holder or presented on site by an official Guinness World Records™ adjudicator.

Personalised Extra Certificates

In a new initiative, Guinness World Records™ is now offering a Personalised Extra Certificate Service, which enables record holders to order an edited version of the standard certificate.

These personalised extra certificates enable record holders to include information not contained on the standard certificate, such as company or product information, extra names, further details on location and other extra/new information, subject to approval by Guinness World Records™.

Great quality

All extra certificates will be printed on the same high quality material as the original, and will include the official Guinness World Records™ seal of approval.

**To find out more please contact us at:
certificate@guinnessworldrecords.com**



Picture: vainspired.com

Customers in the European Union have a legal right to withdraw from the purchase of an item within seven (7) working days of the day after the date the item is received by you – this is known as the “cooling off period”. If you wish to exercise your cancellation right you must return the goods to us (in the same condition and quantity as they were in when you received them) within the cooling-off period. Please securely package the item that you don't want any more and send it to the following address: RETURNS, GUINNESS WORLD RECORDS LIMITED, Third Floor, 184-192 Drummond Street, London, NW1 3HP Please note that you will be responsible for the costs of returning the item to us unless we delivered the item to you in error, or if the item is inherently defective.