



## NEWS RELEASE

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FOR IMMEDIATE RELEASE

### GUINNESS WORLD RECORD FOR COWICHAN

DUNCAN – Cowichan is heading for the world stage once again with a Guinness World Record™ on April 20, 2012 said Cowichan Sportsplex Executive Director Catherine Brandon.

“This event is going to inspire and motivate our community and students all over Vancouver Island and BC to increase their daily physical activity,” said Brandon, “and we hope to have 5000 people participating!”

The event is officially titled the World’s Largest Fitness Circuit Workout and currently there is a record of 317 on the books. “That record is for a single venue record and we are hosting a multiple venue record which means we are required to have 10 venues all setting the record simultaneously,” said Brandon.

The World Record event will take place at noon on April 20, 2012 and will consist of a 30 minute fitness circuit workout. Local fitness instructors will be developing a routine that will give participants a full body workout.

“We have already talked to School District 79 and they are in full support of this event,” said Event Coordinator Jessica Anderson. Kelsey, Cowichan Secondary, Quamichan, Khowhemun are already on board. We also have ADSS and Maquinna Elementary in Port Alberni and Fort St. James Secondary and David Hoy Elementary in Fort St. James and interest from Crofton and Saltspring Island schools too.”

The Sportsplex volunteers are going to harness the energy created by this 30 minute world record workout and create a legacy in our community in celebration of Duncan’s 100<sup>th</sup> Anniversary this year. “We are now raising funds to build a Legacy Fitness Circuit at the Sportsplex,” said Brandon. “We are proud to announce that Duncan Daybreak Rotary has made a pledge of \$5000 towards the \$150,000 that this project is going to cost.” Similar requests for contributions have been made to the Municipality of North Cowichan and the Kinsmen Club of Duncan so far with further fundraising to be done in the months ahead.

“This event is going to be big,” said Anderson, “and it is going to bring attention to how important fitness is in our lives. We all know being active makes us feel better and improves our health so we are creating the buzz about this event and hoping more businesses and schools come on board.

Anyone interested in receiving updates, volunteering, sponsorships or idea sharing can contact Jessica at the Cowichan Sportsplex.

The Cowichan Sportsplex is a 29-acre outdoor recreation facility for sports, leisure and community events. It is managed and developed by a non-profit organization with the goal of providing healthy activities, building community pride, promoting tourism and becoming a major economic generator in the region.

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Backgrounder Attached