

Guinness World Record Breaking Mania at Butlins from Easter



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The global authority on record-breaking achievement, Guinness World Records, and the UK's leading holiday company, Butlins, are bringing "instant record-breaking" to millions this Spring and Summer.

Following a very successful trial during half-term, the Guinness World Records Live! Challenge Fair will officially open at Butlins on 2 April, in time for Easter and remain open every weekend until November. Visitors to the three beachside Resorts, Bognor Regis, Minehead and Skegness, will be able to undertake a series of challenges and be adjudicated "on the spot" to possibly earn them a place in the famous book.

Director of Production at Guinness World Records, Paul O'Neill, said, "GWR Live! is about bringing the adrenalin rush of record-breaking to the public - in Butlins we have the perfect partner to deliver instant record breaking entertainment to a live audience."

Mike Godolphin, Head of Entertainment at Butlins commented, "We are really excited to be welcoming Guinness World Records to Resort and know our guests will rise to the challenge and thoroughly enjoy smashing records during their breaks."

Record challenges will include Tallest Lego™ Tower, Fastest Time to Dress 'Barbie'™, Longest Domino Line, a variety of tongue twisters, coin tossing and the Fastest Time to Make up a Bunk Bed – complete with duvets and four pillows. The Guinness World Records Live! Challenge Fair will also offer basketball challenges and a series of physical dexterity tests that will push the co-ordination power of every hopeful record-breaker to the limit.

Hundreds of record holders of all ages are expected to be crowned at Butlins this season, and it is the only place in the UK where holiday-makers can walk in off the street as ordinary people and leave certified Guinness World Records holders.

With Butlins currently reporting an increase of 10% on occupancy for [Easter breaks](#) due to the pull of quality entertainment and activities availability is fast selling out. Last minute breaks are still on offer with prices starting from £91pp per break, 2nd – 5th April at Skegness and £84pp per break, 16th – 19th April at Bognor Regis. Both prices based on four people sharing a Silver self-catering apartment. To book a Butlins break call 0845 070 4730 or visit www.butlins.com (The maximum call charge is 2p per minute from a BT landline. Calls from other networks may vary)

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About Guinness World Records Live!

Guinness World Records Live! is a brand new, dynamic business area of the global Guinness World Records™ brand, which takes the magic of record-breaking straight to the fingertips of the public in an interactive, entertaining and accessible fashion. First developed in Dubai, the Guinness World Records interactive experience involves creating an environment where the public can attempt records and become genuine record holders instantaneously. Guinness World Records Live! can be set up in various places such as shopping malls, resorts, or theatres; or as a touring road show, mobile marketing campaign or corporate adjudication night. The mission is to entertain, educate and inspire people through a live Guinness World Records experience; and to celebrate ordinary people achieving extraordinary feats.

About Butlins!

Butlins has three beachside [Holiday Parks](#), Bognor Regis (West Sussex), Minehead (Somerset) and Skegness (Lincolnshire) and welcomes around 1.5m guests per year. Although it mainly offers [family breaks](#) it also offers around 50 Big Weekend breaks - music themed breaks for those aged 18+.

Butlins is part of Bourne Leisure Ltd which also owns Warner Leisure Hotels and Haven Holidays.

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