



Media Release

For Release Friday, December 4, 2009 at 9:00 AST

Pilates to pumpkins: Nova Scotia in the Guinness World Records® Book

(HALIFAX) Make room, pumpkins, there's a new attempt afoot to set some Guinness World Records and once again add Nova Scotia to the coveted list. *Bust a Move for Breast Health*, a fundraising fitness extravaganza set for January 30, 2010, at the Halifax Metro Centre, is going to attempt a pair of GUINNESS WORLD RECORDS® records: the largest Pilates class and the most people hugging.

"Nova Scotia is already in the Guinness World Records book with the longest running pumpkin boat race," said *Bust a Move* Event Chair, Marie Mullally, "We're going to add two more, have a lot of fun doing it and at the same time raise the money needed to purchase digital mammography equipment that will help diagnose breast cancer earlier. It's a win-win-win!"

In order to achieve these new records and raise additional funds for digital mammography in the fight against breast cancer, organizers are urging Nova Scotians to register as a participant and become part of history.

Danny Girton Jr., an adjudicator with Guinness World Records, is planning to be at the event in January as an official representative of Guinness World Records to verify the world records as they are set. "It's certainly a feather-in-the-cap for Nova Scotia," said Girton. "Setting a world record helps put your province on the world stage and the records you hope to set in January have the added allure of going towards a truly wonderful and noble cause – the battle against breast cancer."

While the province's annual Pumpkin Regatta and Parade is held each year in Windsor, N.S. on Lake Pesaquid, participants at *Bust a Move* will attempt to set new world records indoors at the Halifax Metro Centre. They'll have the added experience of music, jumbo video screens and Hollywood fitness celebrity Richard Simmons present. Despite the focus on fitness, organizers are promising would-be record setters that the event is designed for participants of all degrees of experience and fitness levels.

“It’s going to be an uplifting, exciting and tremendously fun day,” says Mullally, “We’re creating the perfect atmosphere to set world records and take a huge step forward in the fight against breast cancer.”

She encourages every Nova Scotian to visit the event website at www.bustamove.ca to find out more.

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About the IWK Foundation

The IWK Foundation is a charitable organization dedicated to helping the IWK Health Centre Foundation provide the best care possible to Maritime women, children, youth and their families. With the generous support of donors, the IWK Foundation raises funds that are used to purchase medical equipment, fund important research initiatives, provide fellowship opportunities and support specialized programs that enhance patient care in the areas of children’s health, women’s health, mental health and community health.

About the QEII Foundation

The QEII Foundation is a non-profit, charitable organization established to strengthen health care at the QEII. The Foundation’s mission is *leading the spirit of philanthropy to enrich health care for Atlantic Canadians* and in the process helps support the QEII’s quest to become a world-leading haven for health, healing and learning. The QEII Foundation raises funds to support excellence in patient care through the purchase of state-of-the-art patient technology, promotion of professional education, advancement of medical research, and involvement with community-based disease prevention initiatives.

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