

NEWS RELEASE

Wilfrid Laurier University



Laurier sets a new world record for whoopee cushion sitting *Now need public help to increase total that will go into Guinness official record*

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**Contact: Brian Breckles
Director, Alumni Relations
(519) 884-0710 ext. 3174 or cell (519) 589-5830**

WATERLOO – You could call it the roar that was heard by Guinness.

Football fans at Wilfrid Laurier University’s annual homecoming game clapped and cheered – at a level usually reserved for a game-winning touchdown – on Saturday afternoon, just moments after setting an unofficial world record. Though officials at the Guinness World Records still need to make it official, Laurier appears to have set a new record for the largest number of people sitting on whoopee cushions simultaneously.

The current count places the total at 2,873. That’s more than twice the number of the previous record, set last year when 1,372 people in the United Kingdom sat on whoopee cushions simultaneously. But it is far less than the number that officials believe took part in the event.

Volunteers with The Kidney Foundation of Canada actually distributed 5,421 whoopee cushions to football fans and suspect almost half the participants did not sign the required registry. Without those signatures, the record will only reflect the lower number. People who participated but did not sign are now being asked to help raise the number.

“We’re making the registry available to participants and asking that they come in and sign,” said Brian Breckles, director of alumni relations. “While we still have the record, we want to make it one that’s really hard to beat.”

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The registry will be available this week at Laurier's alumni hall and the kidney foundation's local office at 569 Lancaster Street West in Kitchener. Participants can drop in during regular business hours. They must bring their numbered cushion to prove participation, though they are allowed to keep it.

Breckles estimates the record attempt raised over \$5,000 for research, education, patient services as well as organ and tissue donation. For more information on the kidney foundation, please visit www.kidney.ca.

Laurier's record attempt was part of this weekend's homecoming celebrations. It was made during half-time of a nail-biter football game against the McMaster University Marauders, in part to raise awareness and funds for the kidney foundation.

Guinness officials expect to confirm the new record within a matter of months.