

Twinkl, Twinkl needs superstars: Local groups invited to join charity record attempt

Sheffield's Twinkl is attempting to break a Guinness World Record to raise money for BBC Children in Need and is looking for local schools, choirs and businesses to get involved.

The online educational publisher is attempting to break the record for 'most people in a nursery rhyme singing relay', which is where every word of each rhyme is sung by a different person. The first person sings the first word, the person next to them the second, and so on until the song finishes.



Twinkl has chosen well-known nursery rhymes to break the existing Guinness World Record, which currently stands at 288 participants.

The record attempt will be taking place at the Crucible Theatre in Sheffield on Thursday 7th November from 9:45am until 11:30am.

Twinkl is inviting groups and communities of any size to sign up to get involved in the attempt.

The event will bring together people from across Sheffield and it is anticipated that it will attract local and national interest. Twinkl will also be sharing the story on its website and with the millions of members it has based across the world.

The company is also delighted to welcome an adjudicator and Guinness World record's star-shaped mascot, Ally Zing, to the event, where they will also be joined by Pudsey Bear.

As the Official Education Partner of BBC Children in Need, Twinkl is organising the attempt to raise money and awareness for the charity and the projects it supports to help children and young people across the UK.

In 2018, the team at Twinkl raised over £16,000 for BBC Children in Need through exciting activities such as triathlons, abseiling and a sponsored leg wax. The team are hoping to raise even more money this year.

Jonathan Seaton, Co-founder and CEO of Twinkl, said:

“We are delighted to be bringing together the wonderful community we have here in Sheffield for what will be an exciting and unique event. We are welcoming all different kinds of groups so if this sounds of interest to you, please do register or get in touch with us.”

To sign up for the Guinness World record attempt, please visit this link and register your interest by Monday 14th October.

For more information about the attempt, please contact media@twinkl.co.uk or visit the event Facebook page at <https://www.facebook.com/events/2445787139043057/>

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For media enquiries please contact media@twinkl.co.uk or call 0114 212 3007