



## PRESS RELEASE

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### Two Guinness World Record attempts at 2009 Deni Ute Muster

The Deniliquin Ute Muster organizers believe that World Records are made to be broken.

And what better way than having two Guinness World Record attempts at the 2009 Deni Ute Muster.

Since 2004, the Deni Ute Muster has staged a World Record Blue Singlet Count in the RM Williams Bull Ride arena.

2008 saw an incredible 2,702 people wearing the iconic shearers blue singlet.

Festival organizers felt it was time to make the count an official Guinness World Record attempt being the **largest gathering of people wearing shearers blue singlets**.

The Guinness World Record attempt will be staged in the RM Williams Bull Ride arena on Saturday 3<sup>rd</sup> October, 2009 at 3pm sharp.

John Harvie, Festival Director is encouraging people of all ages to be part of this historical moment.

“The great thing about this attempt is that people of all ages can take part in it wearing an iconic Australian piece of clothing”.

“We are also proud to announce that Just Car Insurance have signed up as sponsor for the Blue Singlet Count. We look forward to a great partnership with this great Australian company”, he said.

Just Car Insurance Executive Manager, Andrew O’Hara, said the blue singlet is as much an Aussie icon as the hardworking ute.

“We’re excited to support an event in regional NSW, where we provide insurance that fits every type of ute, whatever the make, model or modification. And we’re looking forward to seeing the best Deniliquin has to offer”, he said.

The second Guinness World Record attempt is to officially break their 1999 record of the largest parade of utes.

It will be staged at the Festival site on Sunday 4<sup>th</sup> October at 9am.

John Harvie, Festival Director and the team are aiming for 10,000 utes.

“We are calling all ute and blue singlet lovers to make the pilgrimage to Deni this year and be part of both Guinness World Record attempts”, he said.

Official Guinness World Records representative, Chris Sheedy will be present to judge both attempts.

“I’ve travelled the world to judge record attempts but there’s something very special about this classically Australian pair of records happening right here in Deni. I look forward to witnessing these iconic Aussie events,” said Chris Sheedy.



Purchase your tickets online today on [www.deniumuster.com.au](http://www.deniumuster.com.au) or call 03 5881 3388. Tickets can also be purchase at selected Sanity Stores. Children under 13 years old are free of charge.

Friday 2 and Saturday 3 October 2009, located in Deniliquin, Southern Riverina, New South Wales.

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