



**Fraser Coast**  
REGIONAL COUNCIL

## **MEDIA RELEASE**

23 February 2010

### **Start spreading the word. It's officially ours!**

Guinness World Records has finally confirmed Maryborough has officially trumped New York's world record attempt for "Most people on a pub crawl".

Organisers of the World's Greatest Pub Fest received the confirmation letter from Guinness World Records only this week, despite lodging the world record attempt of 4718 participants following the 2009 pub crawl on 7 June last year.

New York's record of 3,163 was set on 14 March during the Annual Luck of The Irish St Patrick's Pub Crawl and quickly verified by Guinness World Records.

"It's been a long time coming," Pub Fest chair Cr Anne Nioa said, "but now we can officially say the record which we originally set in 2005 with 1,200 participants is ours once again."

Maryborough will make its sixth World Record attempt on 13 June this year as part of a new look, re-branded World's Greatest Pub Fest.

"It will still be the world's best pub crawl, it will still be another fun-filled world record grabbing attempt, but by making a few important enhancements this year's event will be bigger, better and smarter," Cr Nioa said.

"I understand there is some concern about the restrictions being imposed on the organising committee by the Office of Liquor and Gaming Regulation and free "Smart Shout" water breaks. We are still negotiating the details but let's face it, it is not only smart to keep hydrated and drink responsibly, it's also a legislative requirement for all public Queensland events."

The event would also not be eligible for grant funding and sponsorship unless it aligned with Federal and State government responsible drinking guidelines.

"We've got this amazing event which keeps getting bigger and bigger. We don't want to lose it. We want to make it better and smarter, and that's what we are doing," Cr Nioa said.

The Pub Fest rebrand would allow the event to expand into more than just a Pub Crawl, but a city-wide celebration of pub culture, music and entertainment that raised money for charity.

"It is also a costume carnivale that has the potential to rival some of the world's best Mardi Gras," Cr Nioa said.

---

**For media enquiries contact:**

Kevin Corcoran, Principal Officer, Corporate Communications  
Ph: 07 4197 4500 or 0409 724 803

Jan Rolston, Senior Media Officer  
Ph: 4197 4464 or 0407 519 476

The name change and other changes to the event have secured sponsorship from Diageo Australia, the makers of Guinness beer, Johnnie Walker Scotch and Bundaberg Rum.

Diageo is considered a leader in encouraging more responsible drinking in Australia.

It has invested millions of dollars into programs that encourage people to take responsibility for their alcohol consumption and to improve the drinking culture in Australia and works with stakeholders including government, regulatory bodies, health organisations, law enforcement and licensing bodies to help tackle the issue of alcohol misuse.

Smart Shout water is just one of many initiatives that Diageo uses to support responsible drinking practices.

It will provide free water at the Pub Fest to encourage consumers to drink responsibly and to "pace themselves".

For more information on the World's Greatest Pub Fest go to [www.worldsgreatestpubfest.com.au](http://www.worldsgreatestpubfest.com.au)

**ENDS**

---

**For media enquiries contact:**

Kevin Corcoran, Principal Officer, Corporate Communications  
Ph: 07 4197 4500 or 0409 724 803

Jan Rolston, Senior Media Officer  
Ph: 4197 4464 or 0407 519 476