

Embargo: Monday, Oct 17<sup>th</sup> 2016 @5pm

## **Dundalk sets its sights on another World Record**

### **Christmas Jumper Record Attempt confirmed for Saturday, November 26<sup>th</sup>**

With a Guinness World Record already under its belt, it's time for Dundalk to set its sights on a new Record – this time with the now traditional Christmas Jumpers.

As part of Dundalk's Christmas 'Frostial' events – the Dundalk Christmas Jumper Record Attempt takes place on Saturday November 26<sup>th</sup> in the Town Centre with thousands set to don festive knitwear and break the existing World record of 3,473 set last December in the US.

The event, co-ordinated by Dundalk Chamber of Commerce, under the 'Frostial' Banner has been extremely fortunate to secure a main sponsor in ORTHO (Hugh Bradley Orthodontics)

Monies raised via registration for the Dundalk Christmas Jumper Record Attempt will go to two local causes – the Maria Goretti Foundation in Lordship and the North Louth Hospice & Homecare Foundation.

Dundalk Chamber of Commerce Vice President, David Minto, in confirming this year's Festive Record Attempt said "We smashed the Santa Run record in our first year and raised so much money for excellent causes that we had to set our sights on another Record.

"An event like this benefits local charities, brings people right into the Dundalk Town Centre and starts our Christmas season in the most amazing way.

"We are thrilled this year to have on board a main sponsor in ORTHO, which helps us to get things up and running straight away. Without a doubt we can break this record and get ourselves into the Guinness Book of World Records again!"

Details re registration, rules etc will be confirmed in the very near future.

Please follow Dundalk Christmas Jumper Record Attempt page on Facebook for regular updates.

ENDS – Monday, October 17<sup>th</sup>, 2016

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