



THE WORLD'S LARGEST TOAST

Saturday 11 April 2009

Time: 7pm

At 7pm on Saturday 11 April 2009 over 6,000 venues across the UK will try to smash the World Record for the Largest Toast.

The current record stands at 485,000 people.

The simultaneous toast will celebrate Britain's national drink – cask ale – and wrap up a week-long festival that is National Cask Ale Week. (NB: participants don't have to raise a glass of cask beer but can use any drink, although cask is preferable)

We NEED YOU!

To help smash the record we need your support. The following highlights how you can get on board and become a Record Breaker:

Step one: Complete the attached form by no later than **Friday 3 April 2009**

Step two: Two witnesses – you'll need two independent witnesses who are prepared to testify that you've actually done what you claim. Both witnesses need to be over 18 and we'll need some evidence of their integrity (for example, they may have some standing in the local community, such as your local MP or be associated with a profession or association eg CAMRA). The witnesses cannot take part in the toast.

Why not maximise the PR potential and involve your local media to find volunteer witnesses – see sample template press release.

Step three: Gathering evidence:

- You will need to have an accurate method of recording the number of people participating in the event.
- You will also have to get a signed statement from each of your witnesses that details exactly what they saw, including date, time and location.
- The statements may not take the form of pre-prepared printed statements that are simply signed by the Witness. Each statement must be compiled by the Witnesses themselves (on their own headed notepaper if possible) and include the Witnesses' signature and full contact information (including name, address, telephone number and/or email address) – **see sample statement (TO FOLLOW)**.
- The statements should confirm that you have abided by the Guidelines.
- You'll need to provide some photographs of the attempt in progress, and of the venue where it took place.
- Other evidence should include press clippings and recordings of TV and radio reports as well as video footage of the Record Attempt on DVD.
- Send evidence to:
 - Seal, Commercial Street, Birmingham B1 1RH

NATIONAL
Cask Ale
WEEK
6th - 13th APRIL 2009

EVENT: National Cask Ale Week – World's Largest Toast

DATE: Saturday 11 April 2009

TIME: 7pm

Venue:.....

Address:.....
.....

Contact name:.....

Daytime Tel:..... Email:.....

Cask Beer on offer:

- 1.
- 2.
- 3.

Estimated participants:.....

Proposed witnesses (if known):

- 1.
- 2.

I will confirm numbers by 5pm on Monday 13 April 2009

COMPLETE FORM BY

Friday 3 April