



NEWS RELEASE

For immediate release

22nd October

Union Square starts birthday celebrations with World Record attempt

**- Official Guinness World Record™ starts weekend of events planned to celebrate 1st
anniversary of opening -**

Aberdeen's award-winning Union Square shopping centre is set to kick off a weekend of extravagant 1st Birthday celebrations by claiming yet another 'first' for Aberdeen.

The retail and leisure development is planning to break the Guinness World Record™ for the largest number of people simultaneously polishing a car. The attempt will take place at 1pm on Friday 29th October and Union Square is looking for volunteers to participate. Those who take part will automatically be entered into a prize draw for a chance to win £250 Union Square vouchers.

The bizarre attempt will take place directly outside the centre in Civic Square. The current record stands at 69 people and is held by a group in Spain – and Union Square officials believe the target is beatable.

Penny Godfrey, marketing manager for Union Square said: "We wanted to make history to celebrate Union Square's first Birthday and breaking a Guinness World Record™ is a great way to do it.

"We chose this particular feat because it is something that anyone can take part in. It's thanks to our visitors that we have had such success – it's only right they're involved in creating another first for the region.

"We don't just want to beat the record – we want Aberdeen to smash it."

The car in question, a £58,000 BMW 7 series, is being borrowed especially for the World Record attempt from John Clark Aberdeen and is over 17 feet long. Organisers hope the car will afford participants plenty of space so that enough people can get involved.



Ian Henderson, Managing Director of John Clark Aberdeen, said: "Union Square is one of the big Aberdeen success stories of 2010 and we were only too happy to help when we heard about the World Record attempt. The BMW 7 Series is a big car weighing over 2.5 tons so hopefully we can find enough space for everyone – but it's certainly going to be a squeeze!"

Union Square's SS Auto Valet, based on the second floor of the Union Square multi-story car park, will be providing the necessary polishing cloths to participants and will be on hand to provide top polishing tips to those taking part. Guinness World Records™ has laid down very strict rules for the event which forbids anyone from removing their hand from the car whilst the attempt is underway.

Registration to take part is on a first-come-first-served basis and all participants will have pictures and film taken in order to provide evidence to the adjudicators at Guinness World Records™.

The official Guinness World Record™ attempt will be the start of a weekend of celebrations to mark the first anniversary of the opening. Various events and activities will be taking place around the centre, including:

- Special offers and in-store events from many retailers and restaurants
- Pass The Parcel with a chance to win up to £100 worth of Union Square vouchers
- Birthday Cake
- Face Painting
- Bungee Trampolines
- Birthday Message Booth with a chance to win £500 worth of Union Square vouchers
- Plus much more!

For more information on Union Square's birthday celebrations, please visit: <http://www.unionsquareaberdeen.com/website/events.aspx>

For more information on the Union Square World Record, please check out the centre's Facebook page: <http://www.facebook.com/pages/Aberdeen-United-Kingdom/Union-Square-Aberdeen/225378999114>

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Issued on behalf of Union Square by Grayling.

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Notes to editors:

Union Square

Union Square is a new retail and leisure quarter in the centre of Aberdeen. Developed by Hammerson, the centre includes around 50 retailers across the main mall and shopping park, a variety of restaurants and cafés, a 203 bed Jurys Inn hotel and 10 screen multiplex Cineworld cinema, Aberdeen's largest cinema. The scheme also provides visitors with a new civic square.

Union Square is Aberdeen's most accessible retail and leisure offer with 1,700 car parking spaces, easily reached from all major routes and integrated with the city's bus and rail stations - providing a gateway to the region and encouraging sustainable travel to the city.

www.unionsquareaberdeen.com.