Welcome to this special edition of the world’s biggest selling copyright book.

This book marks an important milestone in our history, as it celebrates the 60th anniversary of our first edition back in 1955. The world has changed a lot over the past six decades – the most expensive bottle of wine in our first edition, for example, would set you back a whopping £5… a far cry from the £75,000 paid for the current record holder!

It’s also amazing to discover what’s stayed the same – the tallest man, Robert Wadlow, has never been exceeded, and Bill Hailey’s “Rock Around the Clock” is, incredibly, still the biggest selling single by a group. So with this edition, we’ve got the perfect opportunity to look back through our archives for some fantastic stories to inspire a new generation of readers.

Of course, we’re still processing around a thousand claims every week, so there are plenty of exciting new records to explore in this edition. As ever, about three quarters of the book is new or updated, and our Picture Editor Michael and his team have done an exemplary job bringing the records to life with some eye-popping photography that you won’t see anywhere else.

The design has also been given a refresh, inspired this year by the clean lines and easy-to-read typography of digital tablet devices. This not only results in an all-new look, but it resonates soundly with the other ways in which our fans consume words and information.

We’re also expanding the remit of our digital offerings, which continue to prove a great success with our readers. We spend a lot of time researching the market and visiting kids and their families at home to find out what they want, and there’s a real desire to see the book connecting with the digital environment. Part of the success of Guinness World Records over its 60 years is its flexibility and willingness to adapt to changes in the world. It’s why this year we’ve got new topics such as 3D printing, crowd sourcing and photo- and video-sharing. It’s also why we’ll still be in here in 60 years time, with our stopwatches and tape measures at the ready…

So please join us in celebrating our diamond anniversary – and enjoy the book.

Best wishes

Craig Glenday
Editor-in-Chief
In the 1950s, Sir Hugh Beaver (left) – Managing Director of the Guinness brewery – had the idea for a book of world records that might help settle arguments in pubs. Sixty years on, the idea of superlatives continues to fascinate and excite... and inspires millions of people to strive for immortality by becoming record holders themselves.

“Turn the heat of argument into the light of knowledge.” This was the remit of the first ever edition of The Guinness Book of Records, which itself had its origins in an argument. On 10 Nov 1951, during a shooting party at North Stob, by the River Stane in County Wexford, Ireland, Sir Hugh Beaver (1900–1967) – MD of the Guinness brewery – and his fellow fowl-hunters failed to bag the fastest game bird in the world. Could the plover be the fastest game bird in Europe? A debate ensued, but no answer could be found, not even in the well-stocked library of Sir Hugh’s host that later that evening. It occurred to Sir Hugh that people all over the UK and Ireland would be arguing over all sorts of topics, and discussions. If he could create such a book, he could even give it away to some of the 80,000 or so pubs in the UK, as part of a promotion to sell more Guinness stout. To help him with his plan, he needed to find a fact-finding agency, and luckily an underbrewer at the Guinness Brewery in Park Royal, London, had the answer: the McWhirter twins. That underbrewer was Chris Chataway (1931–2014), an amateur athlete who assisted as a pacemaker for Roger Bannister, who, luckily an underbrewer at the brewery – and his fellow fowl-hunters failed to bag the fastest game bird in the world. Could the plover be the fastest game bird in Europe? A debate ensued, but no answer could be found, not even in the well-stocked library of Sir Hugh’s host that later that evening. It occurred to Sir Hugh that people all over the UK and Ireland would be arguing over all sorts of topics, and discussions. If he could create such a book, he could even give it away to some of the 80,000 or so pubs in the UK, as part of a promotion to sell more Guinness stout. To help him with his plan, he needed to find a fact-finding agency, and luckily an underbrewer at the Guinness Brewery in Park Royal, London, had the answer: the McWhirter twins. That underbrewer was Chris Chataway (1931–2014), an amateur athlete who assisted as a pacemaker for Roger Bannister, who

In October of that year, it became an instant best-seller, and has remained at the top of the charts ever since. Within a year, it had launched in the USA – as The Guinness Book of World Records – and today is available in more than 100 countries in up to 20 languages. In the years since its debut, the book has had a change of owner – it was sold by the Guinness Brewery in 1999 – and a change of name to its current title Guinness World Records, reflecting the fact that it’s more than just a book: it’s now a global brand with, among other things, TV shows, museums, websites, digital apps, ebooks and, most recently, live events. RECORD ADJUDICATION As the accepted global arbiter of record-breaking achievement, Guinness World Records now processes around 65,000 claims a year, and has sent adjudicators as far afield as the bottom of the ocean and the top of the Burj Khalifa, the world’s tallest building. We’ve dispensed with large premises in London, and opened new offices in New York USA, Tokyo (JPN), Beijing (CHN) and Dubai (ARE), with more record representatives and editorial consultants dotted all around the world. As you’ll see in this year’s edition, we continue to evolve and adapt, reflecting the ever-shifting modern landscape and providing a snapshot of the universe in which we live. As long as humans continue to push the limits of what’s possible, we’ll be there with our stopwatches and counters, documenting and ratifying the achievements. And the next 60 years will undoubtedly be as

Experience GWR live Look out for the exciting new Guinness World Records Attractions, the first of which is scheduled to open in 2016. See records come to life using cutting-edge digital technology, and attempt your own records in front of official GWR adjudicators.

Celebrating the 60-year story of the biggest-selling copyrighted book
Largest diamond

The Universe.

BPM 3709 is a white dwarf star 30 light years from Earth in the constellation of Centaurus. In 2004, astronomers from the Harvard-Smithsonian Center for Astrophysics in Cambridge, Massachusetts, USA, deduced that the carbon-white dwarf had crystallized into a diamond some 4,000 km (2,500 mi) across. The star has been nicknamed ‘Lucy’ after The Beatles’ song ‘Lucy in the Sky with Diamonds’. Assuming the cost of £1,000 per carat, Lucy would have cost just £10,000,000,000,000,000,000,000,000 (10^24 dollars).

Largest brilliant cut diamond

A 54.67-carat brilliant cut diamond, known as the “Golden Jubilee Diamond”, was purchased from the diamond specialist group De Beers by a syndicate of The businessmen in 1995 and presented to the King of Thailand to commemorate his golden jubilee. It is now mounted in the Thai royal sceptre.

Largest cut fancy black diamond

An unnamed fancy black diamond containing small red diamonds crystals was polished into 55 facets over several years and finished in June 2004. It weighs 55.06 carats – the repetitive use of the number five is culturally significant in the Islamic world – and was inspired by Sa’id Dovjenko (IIBL), who also commissioned it.

Most diamonds in one ring

The “The Ever-Shining Star” ring, which was created by the Lobortas Classic Jewelry House (LCH) with 2,525 diamonds. Fully inscribed, it was presented and measured in Kiev, Ukraine, on 21 July 2015.

Most valuable casino chip

A casino chip designed by Gerald N Lewy (CAN) was valued at CAN$450,000 (238,000) on 30 May 2005. The last gold chip is set with 57 brilliant cut diamonds, 64 natural pink diamonds and 166 round brilliant cut diamonds.

Largest diamond per carat

The diamond-price record per carat was $1,775,708 (US$704) for a 0.73-carat fancy vivid blue modified rectangular brilliant cut diamond sold at Sotheby’s in Geneva, Switzerland, on 12 May 2009. It was cut from an original stone that weighed 56.06 carats.

Most valuable jewellery collection sold at auction

The jewellery collection that had belonged to the “brilliant” artist Lil’ Jon (USA) owned by hip-hop artist Lil’ Jon (USA). With 3,576 white diamonds, it weighed 977.6 g (34.3 oz) without its chain.

Largest uncut diamond

The largest ever single rough uncut diamond was the “Cullinan”, which weighed 5,959.20 carats when cut in 1905 in South Africa. It was cut into nine smaller diamonds, the largest of which, the “Great Star of Africa”, weighs 530.2 carats and tops the Royal Sceptre (left) wielded by the UK’s Queen Elizabeth II. The next largest fragment – the “Second Star of Africa” – sits in the Queen’s Imperial State Crown.

Most valuable necklace

“The Incomparable” is a necklace containing the largest flawless diamond (407.48 carats), with a further 102 “satellite” diamonds cut into various shapes. Manufactured by the jewellers Mouawad, based in Switzerland, the necklace was valued on 13 Feb 2013 at an incredible $35 m (£22.4 m).

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Largest good round brilliant-cut diamond

The “Brilliant Lady” cut (right), which was created by Louis Verelst (BEL), has 251 facets, producing a large number of reflections and resulting in increased brilliance.

FACT

In 2002, an ultra-high-pressure apparatus called the “Diamond Press”. The press produced pressure of over 75,000 bar (1.5 million lb/sq in) and heated to 7,600°C (5,000°F). Metal and carbon were melted together using an electrical current and then cooled. The result: perfectly formed man-made diamonds up to 1.10 gram in weight.

Most valuable necklace

“The Incomparable” is a necklace containing the largest flawless diamond (407.48 carats), with a further 102 “satellite” diamonds cut into various shapes. Manufactured by the jewellers Mouawad, based in Switzerland, the necklace was valued on 13 Feb 2013 at an incredible $35 m (£22.4 m).

FACT

On 13 Nov 2009, to celebrate the 50th anniversary of Charles Schulz’s cartoon-strip canine Snoopy, Tse Sui Luen Jewellery of Hong Kong, China, created a 14-carat (5.5-in) “Diamond Snoopy” encrusted with 9,917 diamonds and a collar of HK$2,888,880 (£224,960; $372,750).

Largest diamond

The “The Incomparable” necklace containing the largest flawless diamond (407.48 carats), with a further 102 “satellite” diamonds cut into various shapes. Manufactured by the jewellers Mouawad, based in Switzerland, the necklace was valued on 13 Feb 2013 at an incredible $35 m (£22.4 m).

FACT

The “Incomparable” appeared on eBay in 2002 with a starting price of £10 m but failed to sell.

Largest diamond

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Ashrita Furman set the record for most Guinness World Records titles held on 16 Sep 1954, and although it would be another 36 years before he would set the first of many Guinness World Records titles, he has accomplished more in his last 36 years than most people could achieve in 10 lifetimes.

The manager of a health food store, Furman was given the name Ashrita – Sanskrit for “Protected by God” – by his spiritual teacher Sri Chinmoy (IND, 1931–2007), who taught him the philosophy of self-transcendence and meditation. Using these lessons, Ashrita set his first record in 1979 – 27,000 star jumps (jumping jacks) – and hasn’t looked back. As of 9 Jan 2014, he’s set nearly 500 records! Call him Mr Versatility...

Mr Versatility

No sooner had work started on the first edition of The Guinness Book of Records in London than a boy was born in New York City, USA, who would go on to become the undisputed king of record-breaking. His name was Keith Furman, but today he’s better known by his spiritual name: Ashrita.

It may be only a coincidence that the man who holds the Guinness World Records title for the most Guinness World Records titles held was born within a month of the birth of the company, but it is a joyous coincidence all the same. Keith Furman was born on 16 Sep 1954, and although it would be another 36 years before he would set the first of many Guinness World Records titles, he has accomplished more in his last 36 years than most people could achieve in 10 lifetimes.

The manager of a health food store, Furman was given the name Ashrita – Sanskrit for “Protected by God” – by his spiritual teacher Sri Chinmoy (IND, 1931–2007), who taught him the philosophy of self-transcendence and meditation. Using these lessons, Ashrita set his first record in 1979 – 27,000 star jumps (jumping jacks) – and hasn’t looked back. As of 9 Jan 2014, he’s set nearly 500 records! Call him Mr Versatility...

Ashrita… in his own words

“My teacher’s philosophy of self-transcendence – of overcoming your limits and making progress spiritually, creatively and physically using the power of meditation – really thrills me. If you can connect with your inner source and be receptive to a higher Grace, you can accomplish anything. Attempting records has become an inherent part of my spiritual journey. I scour the Guinness World Records book looking for categories I think will be challenging and fun. Many of the records involve childlike activities such as juggling, hopscotch, unicycling, pogo-sticking and balancing objects on my head and chin. I get joy not only in practising the activity itself, but also in seeing my progress towards achieving a goal. The particular event is unimportant as long as it gives you the opportunity to dance on the edge of your capacity.”

Ashrita has broken records on all seven continents, including completing the fastest mile on a pogo stick in Antarctica and breaking the fastest mile on a kangaroo ball during the Great Wall of China. Here, he picks his most memorable records.

<table>
<thead>
<tr>
<th>Category</th>
<th>Time/Distance</th>
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<tr>
<td>GREATEST DISTANCE WITH MILK BOTTLE ON THE HEAD</td>
<td>130.3 km</td>
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<tr>
<td>LONGEST TIME TO WALK 8 KM ON STILTS</td>
<td>2004: 1 hr 20 min 42 sec</td>
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<td>FASTEST 100 M BACK RACE</td>
<td>2010: 7 min 27 sec</td>
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<td>FASTEST 5 KM ON STILTS</td>
<td>2009: 39 min 56 sec</td>
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<td>FASTEST 5 KM SKIPED WITHOUT A ROPE</td>
<td>2009: 30 min</td>
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<tr>
<td>FASTEST 1-MILE SAGGY-PACK RACE</td>
<td>2010: 9 min 46 sec</td>
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<td>FASTEST 10 KM IN BALANCING A POOL CUE ON THE HEAD</td>
<td>3 hr 40 minutes</td>
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<td>FASTEST 10 KM IN BALANCING 3 POOL CUES IN ONE MINUTE</td>
<td>100&quot;</td>
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<td>FASTEST 1-MILE FROG JUMPING</td>
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<td>FASTEST 100 M IN DRAG JUMPING</td>
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<td>FASTEST 5 KM JUMPING IN WATER</td>
<td>2010: 7 min 3 sec</td>
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The rich list: highest rollers, 1955–2015

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<tr>
<th>Year</th>
<th>Name</th>
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Humans

The world population has doubled during the past 45 years to just over seven billion.

FACT

Fingernails grow at around 3.5 mm per month. And men’s nails usually grow faster than women’s.

Longest fingernails on a pair of hands (female)

She’s nailed it: Chris “The Dutchess” Walton (USA) has a set of fingernails measuring 3.62 m (11 ft 10 in) for her left hand and 3.68 m (12 ft 1 in) for her right hand—a total of 7.3 m (23 ft 11 in). Chris’s twisting talons were measured in London, UK, on 16 Sep 2013.
Wacky wheels

Wheels were already being used for transport 5,500 years ago... but not like this!

Fastest motorized shopping trolley

Bringing a whole new meaning to the words “speed shopping”, Matt McKeown (UK) reached 113.2 km/h (70.4 mph) in a shopping trolley at Elvington Airfield in North Yorkshire, UK, on 23 Jul 2013.

Smallest caravan

The QTvan is just 2.39 m (7 ft 10 in) long, 1.53 m (5 ft) high and 0.79 m (2 ft 7 in) wide. It was manufactured by the Environmental Transport Association (UK) and measured in Aylesbury, UK, on 5 Jun 2013. Below, designer Yannick Read (UK) shows off his compact creation.

Heaviest rideable tricycle

Wouter van den Bosch (NLD) has constructed a tricycle that's truly off the scale, weighing in at a colossal 750 kg (1,650 lb). Wouter took his heavyweight creation for a ride in Arnhem, Netherlands, in May 2010.

Lowest roadworthy car

The "Mirai" car measures just 45.2 cm (1 ft 5 in) from the ground to its highest part. It was made by students and teachers of the Automobile Engineering Course of Okayama Sanyo High School in Asakuchi, Japan, on 15 Nov 2010. “Mirai” means “future” in Japanese.

Fastest toilet

The “Bog Standard” consists of a motorcycle and sidecar hidden under a bathroom set comprising a Victorian-style throne toilet, bathtub, sink and laundry bin. Created by Edi Chiha (UK), this mobile restroom can reach a speed of 68 km/h (42.5 mph). A past master in mobile furniture, Edi has also made the fastest garden shed (94 km/h; 58 mph), bed (140 km/h; 87 mph) and office (140 km/h; 87 mph).

Smallest roadworthy car

The ideal complement for the smallest caravan, this diminutive car measures 63.5 cm (2 ft 1 in) high, 65.4 cm (2 ft 1.75 in) wide and 1.26 m (4 ft 1.75 in) long. It was made by Austin Coulson (USA) and measured in Carrollton, Texas, USA, on 7 Sep 2012.

FACT

“The Hornster” was built to highlight the dangers cyclists face on busy roads. It’s louder than a clap of thunder!

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Most people on Mount Everest are climbers, not residents. On 19 May 2012, 234 climbers accessed Everest, the most on a single day, smashing the previous record of 170. Congestion on the summit is a serious issue on the world's highest mountain, with 3,721 climbers having reached the summit since 1953. The deadliest day on Everest was 10 May 1996, when eight climbers perished in a blizzard. 

First woman to climb Everest twice in one season
Chhurim Dolma Sherpa (NPL) scaled Everest twice in a single climbing season – the first woman a woman has achieved this remarkable feat. She reached the peak from the Nepal side on 12 May 2012 and again on 19 May.

Ascent of Mount Everest
Pemba Dorje Sherpa (NPL) conquered all of the Seven Summits. On 19 May 2012, he reached the summit of Mount Everest, on the Nepal side, and again on 19 May – the first time a woman has achieved this remarkable feat. She reached the peak from the Nepal side on 12 May 2012 and again on 19 May. 

The total number of successful climbs of Mount Everest is 5,112.

Fastest time to climb Mount Everest
Kilian Jornet (ESP) conquered all of the Seven Summits – the highest peaks on each continent, in 297 days. On 22 May 2012, he reached the top of Mount Everest, in 15 days. All three summits lie on the Pakistani-Chinese border. 

First ascent of Mount Everest by a woman
Junko Tabei (JPN) climbed Mount Everest on 16 May 1975. On 28 June 1992, she became the first woman to climb the Seven Summits (the highest peak on each continent) when she topped Punckalay Jaya. Junko Tabei (JPN) climbed Mount Everest on 16 May 1975.
Flashback to superlative achievements. From the very edition back in 1955, Guinness World Records has committed to bringing readers a snapshot of our universe as seen through the lens of the superlative. This new edition explores the evolution of record-breaking since our launch, as well as keeping readers bang up to date on all the latest and greatest superlative. This occasional boxed feature looks back at a particular aspect of the main spread topic.

Online reviews

“This book is the ultimate source, which has also enjoyed a fresh for 2015. Join the Guinness World Records archive as the biggest-selling book in the world, GWR has a 98% prompter recall.”

“The Guinness Book of World Records every year since our oldest one was in 1955. It’s wonderful and to celebrate the 60 years of...”

“Supporting the book is the Guinness world records archive as the biggest-selling book in the world, GWR has a 98% prompter recall.”

“It has all the information you need and is up-to-date as possible.”

FACT

This year’s design is informed by the look, feel and usability of digital devices such as smartphones and tablets.

Flashbacks

Each chapter opens with an anniversary-themed exploration of record-breaking covering the last 60 years of...

- Exploring space
- New species
- Highest earners
- Movie blockbusters
- Ashrita Furman, aka Mr Versatility

For the record

The Guinness World Records mission is to entertain and inform, and to celebrate the world’s best. This occasional boxed feature looks back at a record as listed in one of our earlier books, highlighting how much the world has moved on in 60 years. Find out about the records we no longer monitor (and why), the achievements have never been bettered, and the people who’ve made record-breaking their life.

FACT

Short, snappy did-you-know facts, such as: in the English-speaking world, GWR has a 98% prompter recall.

The 100-millionth copy of Guinness World Records was sold in 2004, although the title had by then already earned its own slot in the records archive as the biggest-selling book in the world.

Diamond seller: The record-breaking record book

68 pages of sporting achievements, including all the major new records across every major sport

www.guinnessworldrecords.com

Flashbacks

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Stop Press

Other features of the Control Panel include...

- Stop Press: last-minute changes to keep the book as up-to-date as possible.
- Glossary: a list of explanations and definitions.
- Do Try This At Home: records you can attempt from the comfort of your own home.
- At A Glance: quick facts and stats at your fingertips.

Top topics subject to change

Guinness World Records Diamond Edition

From the very edition back in 1955, Guinness World Records has committed to bringing readers a snapshot of our universe as seen through the lens of the superlative. This new edition explores the evolution of record-breaking since our launch, as well as keeping readers bang up to date on all the latest and greatest superlative achievements.
Fishes

The whale shark is not a shark; a starfish is not a fish; an electric eel is not an eel!

Largest freshwater fish
The largest fish that spends its whole life in fresh or brackish water is the Mekong giant catfish (Pangasianodon gigas), principally of the Mekong River basin, and Pangasius sutchi, predominantly of the Chao Phraya River basin, both native to south-east Asia. Both species are reputed to grow to 3 m (9 ft 10 in) and weigh 300 kg (660 lb). The Asian glass of South America is reported to reach 4.5 m (14 ft 9 in) long, but weighs only 200 kg (440 lb).

Smallest fish
The smallest adult fish – and indeed the smallest vertebrate – is a sexually mature male Photocorynus spiniceps, which measures just 0.2 m (0.64 ft) long and is found in the Philippine Sea. This species of anglerfish reproduces through vernal parasitism. The male permanently attaches to the larger female by biting her back, belly or sides and effectively turning her into a hermaphrodite. The smallest freshwater fish is the dwarf pygmy goby (Pandaka spiniceps), which reaches a maximum length of only 4.2 cm (1.6 in), probably with attainable speeds of more than 0.016 km/h (0.005 mph).

Largest fish ever
In 2008, two paleontology students discovered a specimen of the marine fossil species Lachnolaimus problematicus in clays near Peterborough in Cambridgeshire, UK. Dating back 155 million years, Cambridgeshire, UK. Dating near Peterborough in

Largest bony fish
The lengthiest of the bony or “true” fishes (class Pisces, aka Osteichthyes – the vertebrates) is a species of Stenidae, found worldwide in temperate and tropical seas, grows to 6 m (19 ft 8 in) in length, of which almost 3 m (9 ft 10 in) consists of this greatly elongated upper tail fin. The largest fish of the Siamese giant carp (Carassius gigas), aka giant barb, is the largest of the cyprinid (carp) family. The largest known specimen measured 3 m (9 ft 10 in), although the longest specimens currently reported – such as the 102-kg (225-lb) barb above – are around 1.8 m (5 ft 10 in) in length.

Longest living fish
“Longing for the sea?” was the name of theشَرْفُ المَحْلُوظِيَةٍ, or the “King of the Herrings”, which has a worldwide distribution. In

Largest planktonic fish
The cosmopolitan lanternfish (Myctophum plantei) is considered to be the largest species of fish over short distances, although practical difficulties make measurements extremely difficult to secure. Trials at the Long Key Fishing Camp in Florida, USA, suggested a top speed of 100 km/h (62 mph), and, to a lesser extent, its skin, contain the poison tetrodotoxin. Less than 0.1 g (0.004 oz) is enough to kill an adult in as little as 20 minutes.

Most venomous fish
The piranha, especially those of the genera Serrasalmus and Pyocynodes, found in the large rivers of South America, are renowned for their ferocity. Attracted to blood and carrion, a school of piranhas can within minutes strip an animal of its flesh as large as a horse, leaving only its skeleton.

FACT

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FACT

Heaviest bony fish
The ocean sunfish (Mola mola) has been recorded weighing 2 tonnes (4,400 lb) and measuring 3 m (10 ft) from fin tip to fin tip. Pictured here is a lucky seal escaping the jaws of a great white, snapped in July 2013 off the coast of Seal Island, South Africa, by photographer David Jenkins.

Shark attack: great white shark
The largest predatory fish is the great white shark (Carcharodon carcharias, from the Greek for “sharp-toothed”). Adults average 4.3–4.6 m in length – as long as a typical family saloon car – and generally weigh 520–770 kg. There is plenty of circumstantial evidence to suggest that some great whites grow to more than 6 m in length, and there have even been claims of huge specimens up to 10 m long. Pictured here is a lucky seal escaping the jaws of a great white, snapped in July 2013 off the coast of Seal Island, South Africa, by photographer David Jenkins.

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Fact

One of the strangest features of the whale shark is the blue streaks found by Japanese researchers on a captured specimen of the species, which they suggested a top speed of 11.2 km/h (7 mph) – the fastest species of shark. According to our 1955 edition, the largest freshwater fish was the 6.2-m-long giant Russian sturgeon (Acipenser), found in the Volga River. However, as we now know this is not an exclusively freshwater species, “says our animal consultant Dr Karl Shuker. “At 11 m, the largest fish that takes the prize, while the heaviest, the whale shark is Asia’s Mekong giant catfish.” (See p.56).
Crowdfunding

3 million people pledged $480 million to Kickstarter projects in 2013

Most Kickstarter money pledged for any project

On 18 May 2012, the Pebble watch closed with a Kickstarter project. The watch was released in 2012 and $10,266,845 (£6.4 m) pledged from 68,929 backers. It was a space-watching device that could be photographed. Users will be able to upload their own images and capture themselves floating in space. More than $1.5 m (£975,000) was pledged to the Planetary Resources project by 1 July 2013.

Most Kickstarter money pledged for food

Sous vide is a method of cooking your meat or fish precisely. The food is sealed in a plastic bag that is heated in water at a lower temperature and for a longer time than most methods. As used in the best restaurants, it's a trend in cooking that 4,084 backers supported – and Scott Heimenderger (USA) saw his Sansaire cooker hit $283,000 (£185,000) by 8 Sep 2013. It is set for retail in 2014.

Most Kickstarter money pledged for comics

Kickstarter groups its projects by category. In the comics section, $4,120 (€3,000) were pledged by 21 Feb 2012 to reprint The Order of the Sticker advent calendar. The Rich Bunwell (USA) comic was first published in 2003.

Most Kickstarter money pledged for music

Former The Dresden Dolls co-founder Amanda Palmer (USA) turned to Kickstarter for $100,000 (£65,000) to produce Theatre is Evil. By 1 Jun 2012 she had been pledged $1,192,793 (£776,000) by 24,883 fans. Some horn players and string musicians for the album's tour were crowd-sourced from Amanda's fanbase.

FACT

A ‘Currier’ is a picture you take yourself of you. It was Oxford Dictionaries 2013 word of the year.

Most money pledged for photography

Selfies in space! The ARKYD is a space telescope that will also have an external screen overlooking Earth which can be photographed. Users will be able to upload their own images and capture themselves floating in space. More than $1.5 m (£975,000) was pledged to the Planetary Resources project by 1 July 2013.

Most money pledged for games

Flint and Tinder, a fashion label founded by Jake Bronstein (USA), created a hooded sweatshirt designed to last. The 10-Year hoodie was worn in the classic training scenes. The hoodie was created for the project as a whole.

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Senses & perception

The eyes can process around 36,000 pieces of information every hour.

SIGHT

Farthest object visible to the naked eye ever
Gamma-ray bursts are the birth cries of black holes. At 2:12 EDT on 19 Mar 2012, NASA’s Swift satellite spotted a gamma-ray burst from a galaxy some 7.5 billion light years away. Some 30–90 seconds later, the optical counterpart of the burst was seen on Earth, and captured by a robotic telescope. The explosion, known as GRB 120119B, lasts visible to the naked eye for around 30 seconds.

Most active muscle
Scientists have estimated that human eye muscles have five and eight chemical substances based on the combination of roasting cabbage, garlic, onions, burnt toast and sewer gas.

Most valuable nose
On 19 Mar 2008, Lloyd’s reported that the nose of Ginette Pelliccia (UK) is insured for £16 m ($21m). Pelliccia tastes every single batch of coffee beans made for Costa Coffee (UK) stores and has now learned to distinguish between thousands of different flavors, enabling them to see more colors – about 99 million more, in fact. Jordan and her team created a test in which three subtle color differences flashed on a screen. Only one person was able to distinguish them every time – an English female doctor known as "DiaZ3" – who has the most sensitive color vision measured.

SMELL

Smallest molecule
The chemicals ethyl mercaptan (C₂H₅SH) and butyl mercaptan (C₅H₁₁SH) have a distinctive smell reminiscent of rotten cabbage, garlic, onions, burnt toast and sewer gas.

TASTE

Sweetest substance
Thaumatin, aka Talin, from aro (applegland) on certain areas of the katyme plant (Thaumatococcus daniellii) found in West Africa, is 3,200 times sweeter than sugar when compared to the human tongue. Instead of just one part of the body being able to detect sweetness, the chemicals ethyl mercaptan (C₂H₅SH) and butyl mercaptan (C₅H₁₁SH) have a distinctive smell reminiscent of rotten cabbage, garlic, onions, burnt toast and sewer gas.

Most valuable taste
On 19 Mar 2008, Lloyd’s reported that the tongue of Lilja Gort (NLD) had his nose insured for €5 m ($7.8m). Lilja Gort, the owner of the vineyard Château la Tulipe de la Garde in Bordeaux, France, insured his nose in an attempt to protect his livelihood.

NOISE

Quietest place
Tests performed on 18 Oct 2012 in the AnoEchoic Test Chamber at Orfield Laboratories in Minneapolis, Minnesota, USA, gave a background noise reading of just -13.9 dBa (decibels A-weighted). The term “dBa” denotes the sound level audible to the human ear – i.e., excluding extreme highs and lows.

Hearing

Highest decibel threshold
The average accepted threshold for pain is 140 dB. All drivers wear tailor-made earplugs.

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Tests performed on 18 Oct 2012 in the AnoEchoic Test Chamber at Orfield Laboratories in Minneapolis, Minnesota, USA, gave a background noise reading of just -13.9 dBa (decibels A-weighted). The term “dBa” denotes the sound level audible to the human ear – i.e., excluding extreme highs and lows.

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Greatest gatherings

- **Largest religious crowd:** 90 million, India, 2013.
- **Largest funeral:** 45 million, India, 1999.
- **Largest horse race:** 25,250 people. Ingredients used by Estadio de Nautico Leon (MEX) included 15.5 tonnes (34,000 lb) of angua beef with 18 tonnes (39,000 lb) of onions and 15 tonnes (33,000 lb) of corn tortillas, topped with 16 tonnes (35,000 lb) of salsa. It took place in Parque Fundadora in Monterrey, Mexico, on 18 Aug 2013.

Largest horse race

The Federation of Mongolian Horse Racing Sport and Trainings had 4,248 runners in Khul Dolgon Khidag, Ulaanbaatar, Mongolia, on 10 Aug 2013, over 18 km (11.18 mi). The youngest rider was seven and the oldest was 79.

Gathering of professional clown doctors

Clown doctors can ease difficult and frightening procedures in hospital for sick young people. On 30 Jan 2013, a group of 153 doctors marked the 20th anniversary of the clown doctoring work done by the Thelma Foundation, headquartered in Bern, Switzerland.

Largest gathering of people dressed as penguins


Largest gathering of people dressed as monkeys

2,268 City of Fairfield & Fairfield Community Health (USA) achieved the feat with around 300,000 extras – some sources putting the figure as high as 400,000. The sequence was shot on 31 Jan 1981.

Largest gathering of people dressed as nurses

1,083 Media 10 Ltd achieved the feat at Przystanek Woodstock in Kostrzynek nad Odrą, Poland, on 12 Aug 2013.

Largest gathering of people dressed as gnomes

1,691 people as fairies. 

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**Fun with food**

Americans eat 75 litres of popcorn a year — enough to fill a bathtub!

**Fastest field-to-oven-cooked loaf**

Australian farmer Neil Urban had long wanted to take the “paddock to plate” challenge. The record had stood unbroken since 1999, but with a team of assistants he took wheat from a field to produce 13 loaves of bread (“a baker’s dozen”) in 16 min 30.63 sec. The feat took place in Cl oudon, New South Wales, Australia, on 11 Jan 2013.

**Fastest time to eat a jam doughnut with no hands**

Oli White (UK) used no hands and didn’t lick his lips as he hoovered up a jam doughnut in 28.75 sec at Alexandra Palace in London, UK, on 17 Aug 2013. It was the third time in the space of a year that the GWR YouTube presenter managed to break the record.

**Champagne bottles sabered in one minute**

“Sabrage” is a technique used to open champagne by holding the bottle at an angle and striking a sabre (sword) up the neck deftly enough to slice off the collar and cork. On 22 Nov 2012, Matthias Eisenhardt (DEU) sabered open 42 bottles in one minute in Berlin, Germany.

**The most champagne corks popped in one minute**

With an iron: Michael Jenkins (USA) won a three-way head-to-head challenge by drinking a litre of lemon juice through a straw in a record time of 54.1 sec in Los Angeles, California, USA, on 28 Jun 2013. He consumed 294 g (10.37 oz) of lemon juice in a one-litre of lemon juice bottle.

**Chili ratings in Scoville units**

- Paprika: 100–500
- Jalapeño: 2,500–5,000
- Cayenne and Tabasco: 30,000–50,000
- Scotch bonnet: 80,000–100,000
- Bhut jolokia: 800,000–1.5 million
- Naga viper: 1.38 million
- Carolina reaper (pictured left): 1.56 million (the hottest chili)

**Spice up your life: the Scoville scale**

We have American chef Wilbur Scoville to thank for the scale that rates the chillies we chomp. In 1912, long before high-pressure liquid chromatography tests in labs, he relied on taste alone. A grain of chili was dissolved in an alcoholic solution added to sweetened water until it could barely be noted by a panel of testers. The more dilution required, the higher the rating. See right for some ratings from the scale still used — although technology has replaced tasters.

**Gather up your gloves if handling**

Ghost chilli can burn bare skin, so always wear latex gloves if handling.

**Most pancakes made in one hour**

Ross McCurdy (USA) on 13 Aug 2013.

**1,092 pancakes in one hour**

Ross McCurdy (USA) made 1,092 pancakes in one hour on 13 Aug 2013.

**Batter Blaster (USA) on 76,382 by a team made in eight hours**

The USA, on 13 Aug 2013.

**1,56 million**

Entertainer and juggler Michael Goudeau (USA) set a new Guinness World Records Unleashed (US) record on p.99, ate a bowl of 1.56 million ghost peppers — more than approximately 1,000,000 on the Scoville scale.

**Furious Pete, aka Peter South Wales, Australia, on 16 min 30.83 sec. The feat**

Most bites in a minute while juggling apples

Entertainer and juggler Michael Goudeau (USA) took a break from juggling to break the record for the most bites in a minute while juggling apples. On 16 min 30.83 sec, the “paddock to plate” challenge. The record had stood unbroken since 1999, but with a team of assistants he took wheat from a field to produce 13 loaves of bread (“a baker’s dozen”) in 16 min 30.63 sec. The feat took place in Cloudon, New South Wales, Australia, on 11 Jan 2013.

**Most whole peppers**

These chillis — more than 1,092 pancakes in one hour — 13 whole peppers.

**Ghost peppers can burn bare skin, so always wear latex gloves if handling.**

**(Fact)** Ghost peppers can burn bare skin, so always wear latex gloves if handling.

**Most Bhut Jolokia chili peppers eaten in two minutes**

The Bhut Jolokia, or ghost chilli, rates at 1.38 million Scoville units. On 20 Jun 2013, Bertoletti (USA) tucked away 131 walnuts in his hand in 60 sec, Ashrita Furman went on to set another nutty record, for the most walnuts cracked against the head in one minute: 44. Both records were set in New York, USA, on 8 Jan 2013. 

**Walnuts cracked against the head in one minute**

Not content with crushing 131 walnuts in his hand in 60 sec, Ashrita Furman went on to set another nutty record, for the most walnuts cracked against the head in one minute: 44. Both records were set in New York, USA, on 8 Jan 2013.

**Largest cream tea**

Largest cream tea in the world: 510 people in Buxton, Derbyshire, UK, on 29 Nov 2013.

**Fastest time to drink one litre of lemon juice**

Michael Jenkins (USA) won a three-way head-to-head challenge by drinking a litre of lemon juice through a straw in a record time of 54.1 sec in Los Angeles, California, USA, on 28 Jun 2013, beating the next fastest time by 10 sec.

**Egg-streme efforts**

Fastest time to crush 10 eggs (shells pointing forwards): 13.64 sec, Mauro Vagnini (ITA), in Modena, Italy, on 3 Aug 2013. Most eggs held in one hand: 27, Silvio Sabba (ITA) recorded the most egg-streme efforts on 3 Aug 2013.

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**Fastest time to sabered a bottle of champagne was popular during the Napoleonic Wars. The bottle is held at almost 20° and the sabre used to crack the collar; the pressure in the bottle then sends the top flying off.**

**FACT**

Sabering a bottle of champagne was popular during the Napoleonic Wars. The bottle is held at almost 20° and the sabre used to crack the collar; the pressure in the bottle then sends the top flying off.

**Most fast food: from Sweet Swiftswallows to nimble nibblers**

**Most fast food: from Sweet Swiftswallows to nimble nibblers**

**Stop Press**

- **Most cappuccino made in one hour:** 289 by Suzanne Stagg (AUS) in Hobart, Tasmania, Australia, on 29 Nov 2013.
- **Most people dunking cookies:** 7,646 by Ones Ind in Navi Mumbai, India, on 21 Dec 2013.
FACT
Frederick’s
titanic trolley
has a capacity of
27,332,836 cm³,
making it 227
times bigger than a
typical 120,000-cm³
shopping cart.

Largest motorized shopping trolley
Powered by a 7,439-cc engine, this mammoth cart measures 8.23 m (27 ft)
long, 4.57 m (15 ft) tall and 2.43 m (8 ft) wide and incorporates 3,265 kg
(7,200 lb) of stainless steel. Built by Frederick Reifsteck (USA), it was
displayed at South Wales, New York, USA, on 20 Apr 2012.
It’s not the largest shopping trolley overall, though. That honour goes
to a 9.6-m-long (31 ft 5 in), 13.6-m-tall (44 ft 7 in), 8.23-m-wide (27 ft)
behemoth created by Migros Ticaret A.S. (TUR) in Istanbul, Turkey,
and unveiled on 14 Jun 2012.
Celebrating 60 years
1955-2015

First launched in 1955 by Sir Hugh Beaver, Managing Director of the Guinness Brewery, Guinness World Records is proud to be celebrating its diamond anniversary!

Since its inception, the best-selling copyrighted book of all time has been sold in over 100 countries, translated into 25 languages and continues to top the best-selling charts every year.

GUINNESS WORLD RECORDS – Special Diamond Edition will be released globally in September 2014. High-profile marketing and PR campaigns will include a major launch PR event, features on top broadcast partners, print and online outreach, global digital ad campaigns as well as 60th anniversary celebrations throughout key-selling periods.

Our annual Bloggers events will bring families together during the school holidays, and more than 400,000 enthusiasts will take part in record attempts for Guinness World Records day, breaking records globally all on the same day!

PR campaigns
The US and UK PR campaigns for the books reached a vast array of audiences during its key-selling periods.
• Over $50M worth of global media coverage.
• National and regional print coverage in the UK and US reached more than 215 million people.
• There were 1.1 billion opportunities for people to see and hear about the book.
• Featured on over 100 major outlets and TV partnerships in the UK.
• US launch event was showcased to over 63 million viewers and generated over 75 million media impressions.

For more information on Marketing and PR campaigns, please contact the Guinness World Records offices in London, New York or go to: GUINNESSWORLDRECORDS.COM

GUINNESS WORLD RECORDS book launch


Retailer events and competitions

Guinness World Records offers every retailer the chance to invite a record holder for a book signing, attempt a record with their staff and customers, or organize a competition.

In 2013, we partnered with a major retailer to offer GUINNESS WORLD RECORDS goody bags to some lucky customers. We can also offer visits to the GWR HQs and chances to attend a record attempt. If this is of interest, please contact your local Guinness World Records office.

Parenting Blog outreach

To support the promotion campaign of the GWR book and engage with our main readers, we collaborate with parenting bloggers.

Every year, Guinness World Records packages a set of online assets to help promote the GWR book on digital platforms: “Meet the record holders” videos, web banners, and exclusive record holder photos.

Global media always on the look out for incredible record-breaking stories

Networking/Outlets that featured the 2014 edition:

- CNN
- Yahoo!
- Parade
- The Sun
- Metro
- BBC News
- The Telegraph
- MSN
- First News
- Mumsnet user
- What is the information fun and keeps the eye moving over the page?
- Babble.com
- Mom Start
- “This book has something for everyone!”
- Denver Post
- “I am sure this book will provide hours of entertainment.”
- MSN
- “I think the GWR 2014 book is a really super gift for a child. [...] There is so much in this book, both fabulous quality and interesting photos and facts to blow your mind.”
- MummyfromtheHeart.com
- “The way they present the information is fun and keeps the eye moving over the page.”
- “The latest edition of GUINNESS WORLD RECORDS contains a dazzling assortment of all-new feats and spectacles.”

Online engagement

- It’s Officially Amazing!”
- “I would definitely recommend this as a gift for a child or adult who loves facts and figures. I am sure this book will provide hours of entertainment.”
- “This book contains a dazzling assortment of all-new facts to blow your mind.”
- “Both fabulous quality and interesting photos and facts to blow your mind.”
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Navigating the digital landscape

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Digital presence

- Over 2.8 million people engage with GUINNESS WORLD RECORDS on Twitter and Facebook!
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The latest edition of the Guinness World Records book celebrates our landmark anniversary, as well as showcasing the very best of the most recent world records.

- Thousands of new and updated records – every major new achievement listed
- Hundreds of amazing new photographs, many never seen before now
- Highlights from our archive of classic records
- Exciting new design to help reluctant readers, with a look and feel inspired by tablet technology
- Dozens of new topics and spreads, plus details of how readers can become record-breakers themselves

PLUS, SPECIAL FEATURES:

- FLASHBACK: Tracking how records have changed over six decades
- GALLERY: Picture features showcasing the best record-breaking images from our archive
- SEE IT 3D: Bringing the records to life with a free app

FREE APP: SEE IT 3D
Available for free to every reader, the latest edition of our See It 3D Augmented Reality app brings the book to life with more exciting, interactive digital content. Designed to be used as a companion app, readers are encouraged to enjoy the reading experience of the book in conjunction with the app, unlocking interactive 3D elements and bonus material such as galleries and record-holder Q&As.
Guinness World Records 2015

A snapshot of our universe as seen through the lens of the superlative -this new edition explores the evolution of record-breaking and amazes with all the latest achievements.

Guinness World Records 2015 celebrates our landmark 60th anniversary, as well as showcases the very best of the most recent world records.

- Thousands of new and updated records – every major new achievement listed
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- Exciting new design to help reluctant readers, with a look and feel inspired by tablet technology
- Dozens of new topics and spreads, plus details of how readers can become record-breakers themselves
- New Topics include crowd sourcing, alien hunting, fakes & frauds, castles (inspired by Game of Thrones) and robots & AI (artificial intelligence)

FREE APP: SEE IT 3D

Available for free to every reader, the latest edition of our See It 3D Augmented Reality app brings the book to life with more exciting, interactive digital content. Designed to be used as a companion app, readers are encouraged to enjoy the reading experience of the book in conjunction with the app, unlocking videos, interactive 3D elements and bonus material such as galleries and record-holder Q&As.

Guinness World Records (GWR) is the global authority on record-breaking achievements. First published in 1955, the annual Guinness World Records® book has become one of the biggest-selling copyright titles of all time, selling 120 million copies to date in 22 languages and in more than 100 countries. The internationally renowned brand is now also available across a number of platforms - GWR's digital media and online record-processing services attract more than 50 million visitors a year; and the live events team annually entertains and inspires 1.5 million people around the world. GWR receives more than 1,000 applications each week and has a specialized team of multi-language record managers and adjudicators who travel the globe to verify official record attempts.
MARKETING

- Marquee press event with iconic record holder in NYC at launch
- National morning and daytime broadcast partnerships during launch week
- Full sell-in to print, online and broadcast media with unique suite of never-before-seen content
- Regional outreach to the top 30 US markets with a video news release and radio tour
- Outreach to key US parent and mom blogs for book recommendations
- Placements in both regional and national holiday gift guides
- Digital banner ad campaign targeting key demographic

PRAISE

"There hasn’t been a kid I know who doesn’t gravitate towards those books, waiting to be thrilled by what they are about to see." - Babble.com

"The way they present the information is fun and keeps the eye moving over the pages" - MomStart
Guinness World Records 2015 Gamer's Edition

Guinness World Records


With all-new design and photography, the fresh-looking 2015 edition is packed full of news and views about the most up-to-date achievements and developments in gaming. It offers the most dazzling images from this year’s top titles, along with fascinating facts, figures and features on the games and characters you love – from Minecraft to the world-beating Grand Theft Auto V, from thrilling new games to all-time classics. The latest edition includes gameplay tips and hints, interviews and features exploring gaming from different perspectives, and quotes from leading figures in the industry. Find out about the biggest-selling games, the highest scores, and the world's most amazing gamers. Read about the latest hardware developments in the battle of the eight-generation consoles, and explore the most exciting news stories across all the major gaming genres.

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MARKETING

- Full sell-in to print, online and broadcast media with unique suite of never-before-seen content
- Regional outreach to the top 10 US markets
- Outreach to gaming enthusiast press, technology beat reporters, and kids blogs
- Placements in both regional and national gift guides

PRAISE

"If you’re a gamer, Guinness World Records has a book for you" - USA Today

"Compelling trivia you’ll find yourself compulsively reading out to disbelieving fellow gamers" - News-Journal
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