

EMBARGOED UNTIL: MARCH 4, 2010



GUINNESS WORLD RECORDS® LAUNCHES SEARCH FOR THE NEXT TALLEST WOMAN

Record-Breaking Authority Invites Tall Females From Across the Globe to Submit Measurements

New York - March 4, 2010 – [Guinness World Records](http://www.guinnessworldrecords.com), the global authority on record-breaking achievements has announced an international search for the next ***Tallest Living Woman***. The record chronicler is looking high and low in every corner of the globe to fill the coveted title with the U.S. search kicking off at a social event with the Tall Club of New York City. Frontrunners from each country will ultimately help Guinness World Records confirm the one absolute Tallest Woman in the world. If you or someone you know fit the bill, Guinness World Records urges you to register your proposal on www.guinnessworldrecords.com and follow the mandated instructions. All legitimate contenders for the ***Tallest Living Woman*** title must be willing to be measured in person by an official Guinness World Records adjudicator.

“We have had remarkable success in the past with these record-breaking callouts. It’s how we found the current world’s tallest man – Sultan Kosen,” said Craig Glenday, Editor-In-Chief of Guinness World Records. “The ‘Tallest’ category always brings out the most awe in people, and hopefully another amazing woman will step forward for measurement and claim the title.”

The new ***Tallest Living Woman*** will join a lofty list of record-holders from the US, UK and China. The most recent record-holder, American Sandy Allen, stood 7 feet 7.25 inches and was crowned the ***Tallest Living Woman*** in 1976 and held the record until her passing in 2008. A frequent fixture in the Guinness World Records book, Allen grew at a rapid rate reaching 6 feet 3 inches by the age of 10 and was 7 feet 1 inches by 16. The ***Tallest Female Ever***, Zeng Jinlian of China, stood an imposing 8 feet 1.75 inches tall.

In 2008, Guinness World Records launched an international search for a new ***Tallest Living Man***. The trail led them all the way to Turkey where they discovered 27-year-old Sultan Kosen, who measures a staggering 8 feet 1 inch in height. Robert Wadlow (US) holds the title as the ***Tallest Man Ever*** measuring in at an amazing 8 feet 11.1 inches tall.

In addition to the ***Tallest Woman***, Guinness World Records is also searching for new pet records in the following categories: ***Dog With the Longest Ears***, ***Smallest Dog (Length)***, ***Oldest Dog***, ***Smallest Cat (Length)*** and ***Shortest Cat***. For a chance to be included in the *Guinness World Records 2011* edition, submit your record proposal at <http://www.guinnessworldrecords.com>.

About Guinness World Records

Guinness World Records is the universally recognized authority on record-breaking achievement. First published in 1955, the annual Guinness World Records book is published in more than 100 countries and 25 languages and is the highest-selling books under copyright of all time with more than 3 million copies sold annually across the globe. Guinness World Records celebrated its 50th anniversary edition

in 2004, a year after the sale of its 100 millionth copy. Guinness World Records also annually publishes the Gamer's Edition; a records book devoted solely to the world of computer gaming and high score record achievements. The Guinness World Records website (www.guinnessworldrecords.com) receives more than 11 million visitors a year. Guinness World Records is part of the Jim Pattison Group, one of Canada's largest privately owned companies which is a conglomerate of interests, including advertising, broadcasting, grocery stores and automotive retailing.

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