

Thursday 4 February 2009

Help Daylesford massage its way into the Guinness World Records

Tourism Victoria is seeking volunteers to help Daylesford smash the Guinness World Record for the largest ever simultaneous massage.

Tourism Victoria's Massage en Masse will see qualified massage therapists and volunteers take part in a history-making massage at Lavandula Lavender Farm on Tuesday 30 March.

Minister for Tourism and Major Events Tim Holding said staging this innovative event gives Daylesford the opportunity to show the world why it's Australia's spa and wellbeing capital.

"The Daylesford and Macedon Ranges region is a fitting destination for this record attempt as relaxation is the region's greatest export," Mr Holding said.

"Victoria leads the country in depth and diversity of spa and wellbeing products and this unique event will showcase our credentials to the world."

Tourism Victoria Chief Executive Gregory Hywood said to create this history-making event requires support from the Daylesford and Macedon Ranges community.

"Massage en Masse will turn the spotlight onto Daylesford and I urge local residents to support the event and get involved," Mr Hywood said.

"We are seeking both qualified massage therapists and volunteers to be part of the fun from 8am-2pm on Tuesday 30 March.

"All therapists taking part must be fully qualified and insured practitioners, and all volunteers taking part must simply be over eighteen, available at the designated time and happy to be filmed or photographed by media."

Massage en Masse will see participants receive a free professional massage.

The current record for the largest ever simultaneous massage is 154 people which was set in England in 2007.

Therapists and participants must register their interest at daylesfordrecord.com.au

An adjudicator from Guinness World Records will be on hand to certify the new world record.

Inspired by Spencer Tunick, Massage en Masse is part of the \$7.3 million *Daylesford. Lead a double life* national campaign which stars Hollywood-based Australian actress Isabel Lucas.

For further information or to register your interest visit daylesfordrecord.com.au