



3 September 2009

Molson Coors aims to get Burton on the record-breaking map

Local brewer, Molson Coors (UK) is attempting to break a Guinness World Record TM for the biggest 3-legged race.

Employees from Molson Coors in Burton upon Trent will head down to the Trentside Cricket Club in Branston on Wednesday 9 September to see if they can beat the current record of 190 pairs of legs (380 people).

The event – named Mencap Funday - is just one event arranged to raise money for learning disability charity, Mencap, the company's corporate charity, during a Mencap Mega Week in September.

Members of the Coors Off Trade team have arranged the event. The race must be at least 200m long and competitors will race around a rectangular course, independent adjudicators will be on hand to ensure fair play and confirm if the record is broken.

Anthony Creedy, Commercial Finance Manager, said: "Once we'd decided that we wanted to break a World Record as part of our fund-raising efforts we had two main problems: finding a record that we had a realistic chance of beating, and finding a way to raise money from doing so.

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"Getting 400 people together for the race seemed achievable given the number of people Molson Coors employ in Burton, and we have also invited along representatives from the East Staffordshire Borough Council, Mencap and our external auditors – either to take part or act as Independent witnesses. We'll be charging entrants £1 each, and are also running a sweepstakes on the number of

participants in the race, and these two pieces of activity should allow us to raise close to £1,000 from this one race alone.”

Brenda Mobbs, Corporate Fundraising Manager at Mencap said: “The world’s biggest 3-legged race is a brilliant idea and great fun. The energy and enthusiasm of Molson Coors employees has been outstanding. All of the money raised from this world record breaking challenge will enable Mencap to continue its work supporting people with a learning disability as well as their families and carers.”

The 3-legged race will be just one element of this event, it will also include a rounders match and sports day event.

Around 20 teams from across the UK will be taking part in a series of events during the week and leaders will compete to raise the most money for Mencap. This follows last year’s successful Mencap Day in November when Molson Coors employees raised £50,000.

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Notes to editors:

- Mencap works with people with a learning disability and their families and carers.
- 1.5 million people in the UK have a learning disability.
- A learning disability is caused by the way the brain develops before, during or shortly after birth. It is always lifelong.
- Learning disability affects someone's intellectual and social development all their life. People with a learning disability find it harder than others to learn, understand and communicate.
- People with a learning disability don't get an equal chance in life. Mencap fights to change laws and services and to provide better access to education, employment and leisure facilities, supporting thousands of people with a learning disability to live their lives the way they want.
- It is not a mental illness and should not be confused with mental health issues. It is not dyslexia or Asperger’s syndrome.
- It used to be called mental handicap but we don't use this term anymore because most people with a learning disability find it offensive.