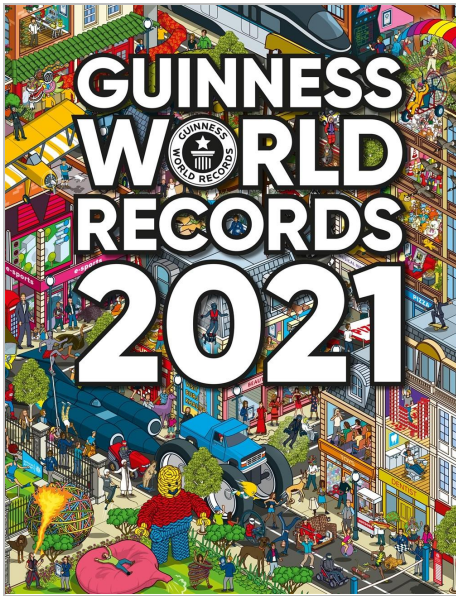




®

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# Guinness World Records 2021

Guinness World Records

**Discover Your World... Explore the boundaries of what's possible with Guinness World Record 2021**

This year, we're devoting a chapter to the history of exploration, starting with the story of the very first circumnavigation, along with our "History of Adventure" timeline, featuring a host of remarkable achievements. The fully revised and updated best-seller is packed with thousands of incredible new feats across the widest spectrum of topics, providing a whistle-stop tour of our superlative universe.

Our ever-expanding pool of international consultants and experts help us make sense of the world around us and the cosmos beyond. So join us as we embark on a voyage through the vast panorama of record-breaking in 12 fact-packed chapters:

- Travel through the Solar System and see the planets come to life with a **free Augmented Reality feature**
- Encounter the **cutest, weirdest, most dangerous and exotic creatures** on our home planet
- Meet the world's **tallest, shortest, hairiest and heaviest** humans
- Marvel at the **latest high scores, speed runs**, and players at the **top of their game** in eSports and beyond
- Get the lowdown on the world's most successful and prolific **actors, musicians, TV stars and influencers**

We've also selected the best of the newly approved claims from the 50,000 applications received from the public over the past 12 months. But don't just be a tourist: try some of our specially created **try-at-home challenges** that could see YOU listed in the world-famous book of records. If you...

Guinness World Records (GWR) is the global authority on record-breaking achievement. First published in 1955, the iconic annual Guinness World Records books have sold over 143 million copies in over 40 languages and in more than 100 countries.

## REFERENCE / CURIOSITIES & WONDERS

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11.9 in H | 8.9 in W

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Global PR Campaign on GWR Day

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Mommy Blogger and Educator Influencer Outreach

Outreach to Regional Partnerships

Nationwide

Promotion on GWR Social channels

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