

## MEDIA RELEASE

# SA Sews up Guinness World Record for Biggest T-shirt Ever

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**Successful world record attempt for the biggest T-shirt on earth is officially verified by Guinness World Records in Johannesburg, South Africa.**

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JOHANNESBURG, SOUTH AFRICA

**Tuesday, 21 September 2010: News fresh in from Guinness World Records reports that the record for making the world's biggest T-shirt has been successfully broken in Johannesburg, South Africa.**

Over 64 metres in length and 43 metres wide (excluding the sleeves), the T-shirt is taller than the Statue of Liberty; two times taller than the statue of Christ the Redeemer in Rio de Janeiro, Brazil; big enough for 152 average sized elephants to stand on the garment; and the same mass as 8 full-grown male lions.

Officially verified by Guinness World Records on 15 September, the T-shirt is currently on display in an aeroplane hangar in Johannesburg.

A staggering 2 782 square metres on one side, the T-shirt covers the same area as 10 tennis courts and is big enough for 16 692 people to stand on.

Made from more than 7 000 running metres of fabric and home to some 6 500 000 stitches, the hot pink T-shirt took a team of tailors and seamstresses three weeks of working round the clock to sew together.

The gigantic undertaking was the brainchild of Vanish, a best-selling stain remover which is manufactured by Reckitt Benckiser, a multinational household and healthcare company.

After making the T-shirt, Vanish decided to put its reputation as the best fabric stain remover to the test by allowing a group of exuberant school learners to stain the gargantuan garment. The shirt was then soaked in a Vanish solution and the enormous stain disappeared in front of onlookers.

Twice as long as the blue whale (the largest creature on earth), the imposing T-shirt dwarfs previous record holders and is 10 percent larger than its nearest rival.

“Vanish wanted to do something great for South Africa; create excitement and build on the sense of optimism created by the World Cup. Everything about the record is South African, from the people involved, to the material and thread used,” says Jiri Kulik, GM for Reckitt Benckiser SA.

The enormous garment - which weighs 1 500 kilogrammes and has the capacity to accommodate 647 Classic Mini Cooper cars - joins other South African world records set during 2010, including hosting the most successful World Cup Soccer tournament ever, the largest trumpet (vuvuzela) and biggest soccer ball.

To find out more about the world's biggest T-shirt, please go to [www.facebook.com](http://www.facebook.com) - New SA World Record, or <http://twitter.com/SAworldrecord>.

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**Issued by:** Bespoke Strategic Communications,  
Jeanre Ruddy / Lisa Van Hoogstraten  
Tel: +27 (0)11 280 6639/25  
Mobile: +27 (0)83 448 6008  
E-mail: [lisa@bespokecomms.co.za](mailto:lisa@bespokecomms.co.za)  
E-mail: [jeanre@bespokecomms.co.za](mailto:jeanre@bespokecomms.co.za)