

WHAT: ILT Southland Kids' Expo
WHEN: October 31 and November 1
WHO: Melissa Vining Organiser

HULA HOOP WORLD RECORD ATTEMPT IN NOVEMBER – SOUTHLANDERS NEED APPLY

SOUTHLANDERS need to get out their old hula hoops and get practicing for this year's ILT Southland Kids' Expo.

Organiser Melissa Vining said to top last year's event a new and novel draw card was needed. With New Zealand's hula hoop sensation Americus, who appeared on Oprah Winfrey's most talented kid's episode, booked already, Mrs Vining thought it would be a great idea to include Southlanders in the hula-hooping extravaganza.

"We're going to attempt the world record for the most people hula-hooping at one time."

The present record is 2229, and Mrs Vining thinks if Southland's parents, grandparents and children all get together the number could be easily toppled.

"They tried to break the record in Christchurch and they only got about 100 people," she said.

In order to try and boost numbers a business challenge is planned where companies can register numbers to be a part of the attempt.

This will be the second ILT Southland Kids' Expo.

Mrs Vining started the expo last year after deciding the community needed an event where parents and children could go for free.

The expo also includes stalls for educating and informing people of everything from banking to positive parenting methods as well as some merchandise for sale.

"It covers the child's life from pre-birth to just before becoming a teenager," she said.

The organisers were so surprised with the positive response last year it was decided to hold another one this year.

"We expected about 5000 people last year.

"When 12,000 people came rolling through the door it was hugely exciting."

The festival has even been endorsed by Ronald McDonald.

"He came for four hours last year.

"He named our event as the best children's event in New Zealand last year so he's coming back for two days free of charge."

Sticky TV is also going to be filming the expo.

Invercargill Licensing Trust chairman Alan Dennis said the trust had been so impressed by the great organisation of last year's event; it had no hesitation in granting \$8000 towards this year's expo.

"There are not many things families can go to for free within our community.

"We believe the organisers of this expo are making a real effort not just to entertain children and parents in Southland but also to inform and educate within a fun environment."

The ILT Southland Kids' Expo will take place on October 31 and November 1.

For further information please contact:

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and/or

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