

DanceDance into the record books

Crawley teacher plans Endurance record to raise money for Cancer and Cerebral Palsy charities using KONAMI coin-op machine.

Konami Digital Entertainment B.V. is lending its support to a special charity event using its DanceDanceRevolution arcade machine for a 13 hour endurance Guinness World Record™.

Chris McGivern, a teacher from The Oaks Primary School, plans to dance non-stop for over 13 hours solid to earn a place in the record books and to raise money for Cancer and Cerebral Palsy charities. The event will take place on Saturday 23rd October 2010 in the world famous Funland family entertainment centre at the Trocadero Centre in Piccadilly, Central London.

Adjudicators from Guinness World Records will be in attendance to monitor Chris's efforts, and have set a series of stringent rules that must be adhered to. Chris must start the challenge on the game's Beginning setting, and increase the difficulty setting every five hours, ending on the game's Expert level beyond the 15 hour mark. He can use any song from the coin-op's extensive range but must take no longer than 20 seconds to select the next track, and is allowed a five-minute break every hour, but these can be 'banked' for longer breaks following an extended multi-hour comment. Should the game's life bar expire, the challenge will end.

Chris will be setting the record on the latest version of the DanceDanceRevolution range, DanceDanceRevolution X2 - which has been specifically designed to cater for players of all ages and abilities. The coin-op has only been seen in limited tests across Europe, but Electrocoin Group (the exclusive distributor for KONAMI coin-op products in EMEA) have volunteered the machine for its ultimate hands-on test giving the unit a worthy debut and work-out as Chris plays continuously for such worthy causes.

Cancer and Cerebral Palsy are two charities close to Chris's heart, and he hopes to be joined by children from The Oaks Primary School - the school where he teaches. Pupils from the school have been invited to watch him attempt to break the record, and can also spur him along by joining him in two-player games on the arcade unit.

For donation details, please visit:

www.donate2dylan.co.uk/dylan or www.cancerresearchuk.org/

Company : Konami Group

Konami Group continues to be recognised as a leader in innovative and entertaining games, and is always looking to the future. Konami Digital Entertainment B.V. is located in Chiswick, London and is a wholly owned subsidiary of the KONAMI CORPORATION, in Japan. Throughout its operations in Europe, Konami Digital Entertainment B.V. has been dedicated to meeting the needs of its home markets whilst keeping the global Konami Group branches in touch with the European Pulse. Global in outlook, at the forefront of information technology and always investing considerably into R&D, it is natural that Konami Digital Entertainment B.V. continues to develop some of the most cutting edge video games for its players. Pan European hits such as Silent Scope and Dancing Stage continue their popularity with new hits arriving all the time. Konami Group will continue to keep its eyes open for the future demands of the market and only present products meeting the requirements and wishes of its customers. For more information visit <http://www.konami.co.uk>.

About Guinness World Records

Guinness World Records is the universally recognized authority on record-breaking achievement. First published in 1955, the annual Guinness World Records book is published in more than 100 countries and 25 languages and is one of the highest-selling books under copyright of all time with more than 3 million copies sold annually across the globe. Guinness World Records celebrated its 50th anniversary edition in 2004, a year after the sale of its 100 millionth copy. Guinness World Records also annually publishes the Gamer's Edition; a records book devoted solely to the world of computer gaming and high score record achievements. Guinness World Records 2011 Gamer's Edition is on sale in January 2011.