

## FOR IMMEDIATE RELEASE

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## PISTONS LOOK TO BREAK THE GUINNESS WORLD RECORD

<u>The Detroit Pistons Encourages Fans To Participate In The First Detroit Pistons</u>
<u>Guinness World Record Breaking Night</u>

**AUBURN HILLS, Mich.** — On Friday, March 19<sup>th</sup>, the Detroit Pistons will host the first Guinness World Record Night "Most people wearing wigs - single venue" and the first 5,000 children through the gates of The Palace. Game time for the Pistons vs. Denver Nuggets matchup is 8:00 PM with doors opening at 4:00 PM.

The "Most people wearing wigs - single venue" is a world record the Pistons not only want to break the record, but set the record very high. As the first 5000 children will receive Detroit Pistons Mini Rainbow Wigs as doors open, additional Pistons Rainbow Mini Afro Wigs can be purchase in the Palace Locker Room. Pistons fans in attendance will be aware of the contents of these guidelines to help break the world record.

As the Guinness World Records is one of the world's most-recognized brands, the Guinness Book of World Records has been in publications for over 50 years and has sold over 90 million copies, which qualified it as the 3<sup>rd</sup> most-read book in the world after the Bible and the Koran. The Guinness World Records television show is accessible in 43 countries, where it has reached near 150 million viewers. "This is a very noteworthy attempt, as it is very great event for Pistons fans, the Detroit Pistons, as well as, the illustrious Guinness World Records Ltd., said Tom Wilson, President & CEO of the Detroit Pistons.

The Pistons are the only team in the NBA to host a Guinness World Record Night in its 57-year- history as the league began on June 6, 1946.

For more information regarding giveaway nights or to purchase tickets for any upcoming home game, please contact the Palace at (248) 377-0100 or log on to the Detroit Pistons Web site at <a href="www.pistons.com">www.pistons.com</a>.

DAVID: We're waiting on a reply from Marco Frigatti at Guinness to tell us what the record is for "Most people wearing wigs - single venue"