

2,300 people will attempt to break the Guinness World Record for the longest Riverdance Line of Dancers in Dublin!

At noon on Sunday 21 July, as part of The Gathering Ireland's year-long celebration of all things Irish, Dublin will attempt to break the Guinness World Record for the longest Riverdance line of dancers. The record currently stands at 652 dancers and was set in Nashville Tennessee, USA.

Over 2,300 people from 44 countries will come together along the banks of the River Liffey in Dublin to break the World Record for **the Longest Line** of Riverdance, including acclaimed dancer Jean Butler. A New Yorker with Irish roots, Jean took the world by storm 19 years ago at the first Riverdance performance in the 1994 Eurovision Finals.

Making it a family affair, Jean's sister Cara Butler will join her in the record breaking attempt. Also a professional dancer, based in Toronto, Cara is 'home' for two special Gathering performances with the Chieftains and for a special family gathering with friends and family in Dublin.

It's not only accomplished dancers participating in the longest Riverdance line, but all participants are expected to master the basic Riverdance steps & have received online tutorials to prepare them for the occasion. Participants are travelling to the event from as far away as the US, Australia, China, and Saudi Arabia, as well as large numbers coming from Great Britain. The line will stretch over 1km along the River Liffey in Dublin's city centre, stretching past iconic buildings such as the new Dublin's Convention Centre, the Custom House and across the contemporary Samuel Beckett Bridge, named after the Irish Nobel prize winning writer.

The Longest Line record breaking attempt is part of 'Riverdance – The Gathering', a one-off Gathering event in a year that will see over 4000 events, big and small, take place throughout Ireland as part of the Gathering Ireland 2013. It is a celebration of all things Irish – its people, its unique culture, heritage and rich history! It is about the people of Ireland throwing open their arms and inviting anyone who feels a connection to Ireland to come and visit in 2013.

RIVERDANCE – DID YOU KNOW

Since Riverdance began performances in Dublin 1995, the show has...

- Played 10,000 performances
- Been seen live by over 23 million people in over 350 venues world-wide, throughout 45 countries across 6 continents
- Travelled 600,000 miles (or to the moon and back!)
- Played to a global television audience of 2 billion people
- Sold over 3 million copies of the Grammy Award-winning CD
- Sold 10 million Riverdance videos & DVDs
- Performed recently to America's first family: Michelle, Sasha and Malia Obama at the Gaiety Theatre. First Lady, Michelle Obama was first on her feet leading the standing ovation at the end of the show.

And there have been...

- 1,500 Irish Dancers
- 14,000 Dance shoes used
- 12,000 Costumes worn
- 200,000 Gallons of water consumed
- 60,000 Gallons of Gatorade consumed
- 1,650,000 Show programmes sold
- 60 Marriages between company members including the gorgeous Niamh O'Connor and Padraic Moyles who are here with us today!
- 20,000 Cumulative years of study in step-dancing by Irish Dancers
- 45,000 Rolls of self-grip tape used by company physiotherapists
- 15,000 Hours of rehearsals on tour
- 5,500,000 Pounds of dry ice used on stage
- 60,000 Pounds of chocolate consumed (for energy!) by the cast

Riverdance Director John McColgan said "Through music and dance, Riverdance tells the story of the emigrant's departure from Ireland, striking-out into a new world overseas all the while keeping their Irish heritage and traditions alive. This is a beautifully poetic fit with the central themes of the Gathering and we are really looking forward to bringing it back to Dublin. I think there will be a real "where were you?" moment- when people see and hear those sights and sounds that have become so much a part of how Ireland is now known overseas"

ENDS

For further information contact Emma Gorman, Tel +353 87 9278508

Cian O'Callaghan

|Marketing and Publicity Assistant|

[|cocallaghan@tourismireland.com|](mailto:cocallaghan@tourismireland.com)

|Tourism Ireland - Nordic Headquarters|

|Store Kongensgade 3, 1 tv|1264 Copenhagen K, Denmark|

|T: 45 33 17 72 34|F: 45 33 32 44 01|

[|www.ireland.com|](http://www.ireland.com) [|media.ireland.com|](http://media.ireland.com)