

For immediate release

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IT'S IN THE CAN!

SCOTLAND CELEBRATES AS IRN-BRU CLAN SETS WORLD CANCAN RECORD

Nearly ten thousand IRN-BRU fans brought their high-kicks and even higher spirits to Glasgow Green today (Sunday 13) to help Scotland dance its way to victory in an attempt on the world cancan record.

IRN-BRU Can Clan, set up to celebrate year of Homecoming, staged brilliant live music, free IRN-BRU and a spectacular mass cancan dance coordinated from the main stage by host Sanjeev Kohli – all on an afternoon of glorious sunshine

An official adjudicator from Guinness World Records, Jack Brockbank, was in attendance to oversee proceedings and he was able to confirm to a wildly cheering crowd that the new record had been set after revellers kicked their heels for the required five minutes of cancan moves.

As fireworks exploded in celebration, Mr Brockbank congratulated audiences on their new Guinness World Record, saying it was a phenomenal achievement for Scotland.

Earlier in the day, crowds began gathering outside the Glasgow Green site which was marked by a giant inflatable IRN-BRU can and fleets of IRN-BRU lorries and taxis. Thousands flooded through the

gates when they opened at midday and Sanjeev took to the main stage shortly afterwards to welcome the crowds and introduce a blistering set from local rising stars Pearl and the Puppets.

As the free IRN-BRU and soft drinks flowed, Scottish dance group Dance Connection treated audiences to a stunning professional cancan display before leading the masses in the much-anticipated world record attempt – with thousands donning their specially designed ‘skilts’ (a cross between a kilt and a skirt) and giving it their all to make sure Scotland made cancan history!

With a new world record in the can, festival favourites The Zutons brought IRN-BRU Can Clan to a close, prompting a mass singalong as they belted out their hits ‘You Will You Won’t’ and ‘Valerie’ to a delighted audience.

Mairi McLaughlin from Glasgow came with friends to enjoy the spectacle. *‘It’s been a fantastic day and brilliant to see Scottish people getting active and jumping around a bit on a Sunday!’* she said. *‘I love the Zutons so it’s been really good to see them and we gave it our best shot with the cancan which we all found surprisingly easy once we got into our stride.’*

IRN-BRU Can Clan Chief Robin Barr was overseeing proceedings and offered his warm congratulations and thanks to all those who attended at Glasgow Green. *‘IRN-BRU Can Clan has captured the imagination of Scots from all over the country, even reaching other parts of the world such as Australia where people have signed up to be part of the Clan. I’m delighted that so many thousands have come together today for what can only be described as a phenomenal celebration and a record of which we can all be extremely proud.’*

All the action from IRN-BRU Can Clan has been filmed by STV for a unique new advert, which will be screened over the coming weeks.

For more information about IRN-BRU Can Clan please visit www.irnbrucanclan.co.uk or contact Stacey Blevins or Janice Macgregor at Burt Greener Communications on 0141 248 6007 // stacey@burtgreener.co.uk // janice@burtgreener.co.uk