CSU Fresno Students Attempt to Break World Record for “World’s Largest Game of Musical Statues”

CSB Marketing Students bring the community together with dance-based record

11/21/13- Every semester Dr. William Rice at CSU Fresno gives his marketing students the opportunity to complete their senior project by attempting to break a currently held Guinness World Record. This year, the “World’s Largest Game of Musical Statues”, was chosen as the record to beat. The record is currently held by Danone Finland for their 2010 event which was attended by 1,079 participants. The CSU Fresno team has decided to call the game by its more commonly known name, “freeze dance”, and hopes that it will be an event that will bring together not only CSU Fresno Students, but also the Valley community as a whole.

“Freeze Dance”, which will take place at the CSU Fresno Recreation Center starting at 12:00 pm and expecting to end around 4:00 pm on Sunday December 8, 2013, is an event that is centered on dance, fun, and competition. Each person participating will have to dance and keep their body moving the entire time there is music playing. When the music is stopped, everyone will have to instantly “freeze” and hold their position. Volunteer judges who see a person who is moving or not holding perfectly still will tap the person on the shoulder and ask them to leave the dance floor. This cycle will then repeat itself until there is a member from only one team remaining.

Teams can be formed by any person over the age of 18, and can be a team of any size from one person to ten people. Having a greater number of people will increase the chances of winning, since only one person has to be remaining from the team to win. The risk is relative however, since larger teams will have more members to divide the winnings with.

Prizes were gathered by students in the form of donations, as well as cash raised in a fundraiser working with Jamba Juice.

The event invites the public to attend because it is something that can bring people throughout the community together in a chance to gain positive recognition for their city and the pride that comes with breaking a world record.

For more information please visit facebook.com/fresnofreeze or contact us at:

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