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Join us to host world-record attempt

Members of the public are being invited to join staff and students at Northumbria, and more than 300 business representatives who are set to create the 'world's largest currency symbol' at the NECC's Member Showcase Exhibition on June 11 in Northumbria's Sports Central.

Attendees will be choreographed to create a giant pound symbol at the event in a bid to promote inward investment – and aim to earn pride of place in the Guinness Book of World Records

The event is being held as part of Business Week 2015, and as it coincides with the NECC's 200th anniversary year, organisers were keen to mark the

occasion by doing something special.

With its versatile space and central location in the heart of Newcastle, the University's £30 million state-of-the-art, award-winning sports and research centre was seen as the ideal venue for the record attempt. As a major contributor to the North East economy, Northumbria was also keen to help facilitate the challenge.

Lucy Winskell OBE, Pro Vice Chancellor Business and Engagement at Northumbria, said: "The NECC is an important and powerful voice for businesses in the region and as members ourselves, hosting this event seemed the natural thing to do.

"We already have partnerships with many Chamber members, and the value of these in terms of knowledge exchange and developing innovative solutions to the myriad problems companies can face is hugely significant. Bringing the right people together can be incredibly creative, and I'm sure this event will be no exception.

"I wish the Chamber every luck in beating the work record for creating the largest currency symbol; it would be a great achievement in its 200th year of supporting North East businesses."

The Showcase Exhibition will be open to member and non-member delegates between 10:00am and 16:00pm, with the record-breaking attempt scheduled for around noon. It will focus on networking, getting to know other businesses and NECC members from across the region.

To register an interest in attending, email events@necc.co.uk

Northumbria is a research-rich, business-focussed, professional university with a global reputation for academic excellence. To find out more about our courses go to www.northumbria.ac.uk

If you have a media enquiry please contact our Media and Communications team at media.communications@northumbria.ac.uk or call [0191 227 4571](tel:01912274571).

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