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## Northumbria smashes world record

Northumbria University, Newcastle, was the venue for a record-breaking networking event for North East businesses.

More than 300 business representatives created the ‘world’s largest currency symbol’ at the NECC’s Member Showcase Exhibition on June 11 in Northumbria’s Sports Central. The group created a giant pound sign at the event in a bid to promote inward investment – and earned pride of place in the Guinness Book of World Records.

The event was 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 this event was no exception.

"To beat the work record for creating the largest currency symbol is a great achievement – particularly in the NECC's 200th year of supporting North East businesses."

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

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