



# NEWS RELEASE

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**FOR IMMEDIATE RELEASE:**

## **MIAMI TO TAKE AUSTRIA'S GUINNESS WORLD RECORD ON EARTH DAY**

*Record-breaking Event will Feature Longest Procession of Alternative-fuel Vehicles*

MIAMI, FL., March 2009 / Miami is gearing up to take Austria's "Clean Car" Guinness World Record status away from them. [Miami Goin' Green](#) is spearheading this effort that's scheduled for 7:00 p.m. on Earth Day April 22<sup>nd</sup> at Miami's Bicentennial Park. It's all part of the week-long Earth Day celebrations taking place in the city, including Miami Goin' Green on April 25th. To help kick-off that event, the City of Miami is calling upon all alternative-fuel vehicle owners to break the current Guinness World Record that was set on August 31, 2008 in Melk, Austria with 138 vehicles. People with alternative-fuel vehicles are encouraged to register for this high-profile event at [www.miamigoinggreen.com](http://www.miamigoinggreen.com).

The world-breaking parade route will start at Bicentennial Park in downtown Miami. It will run down Biscayne Boulevard through historical Brickell and Bayshore Drives as it winds past The Miami Science Museum. It will eventually culminate at Miami City Hall in Coconut Grove where the Mayor will address the record-breaking participants. In addition to being a part of history, each person will receive an eco-friendly t-shirt and official certificate showing their participation in the world record. "We want to Green Miami in a way that's fun and memorable while leaving a friendly mark in record-breaking history," said Tony Albelo, director of the event.

The overall theme for Miami Goin' Green is to recycle, reuse and reduce. With live performances and seminars throughout the day, hands-on activities for the entire family and lots of green exhibitors, there's something for everyone. There will be green-friendly interactive activities such as the **Human-Powered Bike Blender** where people can make their own eco-friendly King Smoothie. They'll be able to play a friendly game of sports at the **Solar-powered Wii Station**. They can even take part in the latest fashion trend at **Fashion Forward: A Clothing Swap presented by Goodwill**, where they can bring clothes they no longer wear and swap them for something they will wear! No need for cash at this mini-store. It's the ethical, stylish way to recycle clothes. For those who need to properly dispose of old batteries, cell phones and computers, they can do so at Miami Goin' Green's **eWaste Drop-off Area**. They can even bring an old water bottle and replace it with a free **Clear 2GO** portable water filtration bottle.

To learn more about the Guinness Book of World Record's event and Miami Goin' Green, please visit [www.MiamiGoinGreen.com](http://www.MiamiGoinGreen.com). For press inquiries, please contact Dina Allende at [dina@allendepr.com](mailto:dina@allendepr.com) or 305-593-9192.

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