

RECORD BREAKING WALK!

[www.ontariotrails.on.ca/
recordbreakingwalk.htm](http://www.ontariotrails.on.ca/recordbreakingwalk.htm)

Sat. Sept. 30, 2006

12 NOON EST (11 AM CENTRAL)
(rain or shine)

EVENT LEAD MANUAL



Ontario Trails Council
Conseil des sentiers de l'Ontario

IN ASSOCIATION WITH:



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TRACKING AND IDENTIFICATION

EVENT LEAD IDENTIFICATION NUMBER:

All event leads will be assigned an event lead number given to you by the Record Breaking Walk Project Manager. Please keep a copy of this event lead number and refer to your event lead number in all of the documents and communication leading up to the event. Event lead numbers will need to be recorded in the following documentation:

- **Weekly email registration count updates**
- **Final sign-up sheet for auditing purposes**
- **Email communications to Event Project Manager**

WEEKLY TRACKING UPDATES:

Starting every Friday in September we will ask Event leads to update the project manager of the number of participants you have signed up on a weekly basis via email. Please complete the following email outline and send to the project manager **jake@paradigmevents.com** every Friday.

Email Weekly updates:

Friday, September 1, 2006

Friday, September 8, 2006

Friday, September 15, 2006

Friday, September 22, 2006

EMAIL OUTLINE

To: **jake@paradigmevents.com**

Subject: Record Breaking Walk Tracking Updates

Email Body Text (please feel free to cut and paste and use this as a guide for updating the project manager.)

Att: Jake Wozniak, Project Manager

Event Lead Number:

Tracking Record Date:

Event Tracking:

Registered participants to date:

Anticipated number of participants:

Comments/Questions:

OFFICIAL GUINNESS TRACKING

What will I need to audit the event for the Guinness World Record?

In order for your event to count in the Guinness World Record attempt you will need to provide the following information, which will be discussed further throughout this event manual:

- An Event Official at the start line of the 1 km walk
- An Event Official at the finish line of the 1 km walk
- A signed Letter of Authentication from each Event Official (a sample letter is included as Appendix B at the end of the manual)
- Sign-Up Sheets with each participant in the walk signed in (at the start line) and signed out (at the finish line) (a Sign-Up Sheet is included as Appendix A at the end of the manual)

ROLES & RESPONSIBILITIES

EVENT LEAD RESPONSIBILITIES INCLUDE:

1. Completing and submitting a Trail Registration Form. Upon submission a confirmation letter will be sent and an event lead number will be assigned.
2. Event coordination including: designating your 1 km walk, designating start and finish locations, solicitation of the event officials, desired event enhancements, and all other suggested event logistics outlined in this Event Manual. *Please note that you should first call your local municipality or city hall to ask if they have any regulations or special permits you will need to host a special event. Permits take time (up to a few weeks), so please make this your first phone call. Regulations may vary from city to city.
3. Recruit event participants by using a sign-up sheet, which will help determine pre-registration and be used on-site for the participants to sign-in at the beginning of the walk and sign-out at the end of the walk.
4. Ensure you have read and understand the Guinness Book of World Record Guidelines. (See GBWR guidelines attached).
5. Ensure, in accordance to event regulations a 12:00pm (Eastern Standard Time, or 11:00am if you are in the Central time zone) start time.
6. Ensure on-site medical presence such as first aid personnel or St. John's ambulance (further outlined in the Event Manual).
7. Recruitment of a minimum number of volunteers for successful completion, based on your expected number of participants, to assist with on-site event coordination.
8. Recruitment of volunteers to help promote and organize your local event by website, word of mouth, email distribution, community outreach with customized event posters to community groups, individuals, business contacts, and your local community.
9. Promote your event to all local media using the promotional tools provided on-line at www.ontariotrails.on.ca/gbwregistration.htm
- 10). Update Jake Wozniak, Project Manager through email jake@paradigmevents.com with pre-registered participant numbers each Friday per week.
11. Recruit two Event Officials as per Guinness guidelines. Event Officials can be “two independent persons of some standing within the local community who have attended the event and can confirm all details of the claim. Where relevant, at least one of the witnesses should be qualified in the record subject area (hiking or walking)”. Examples of an Event Official are, but not limited to: police or fire department personnel, mayor or local politician, school principal, notary public, government employee, representative of a Trail Organizations, Conservation Authorities, Parks and Recreation Personnel or Certified Hike Leaders.
12. Upon completion of the event, the two Event Officials will audit final number and the Event Lead will report results to project manager.

13) Following the event, a copy of the final participant sign up sheets and two signed authentication letters by Event Officials will be sent to Jake Wozniak, Project Manger, and Paradigm Events via mail or courier.

Jake Wozniak, Project Manager
Record Breaking Walk
159 Jane Street, Unit 2
Toronto, ON M6S 3Y8

EVENT OFFICIALS RESPONSIBILITIES

(These roles are mandatory for the event audit):

Event Officials are absolutely key to the success of this event. They will stand in, as the Guinness guidelines requested, “two independent persons of some standing within the local community who have attended the event and can confirm all details of the claim. Where relevant, at least one of the witnesses should be qualified (or an official) in the record subject area e.g. a vet for animal records.” For the purposes of this record attempt, a qualified person in the subject area could be a person who represents a number of groups: Trail Organizations, Conservation Authorities, Parks and Recreation Personnel, Certified Hike Leaders etc. In other words, anyone who has a job that relates to the subject of walking and/or hiking. Simple!

- **Start Line Official**

To ensure all participants have signed-in on the Sign-Up Sheet (attached as Appendix A in the manual) and are counted before the official start time.

- **Finish Line Official**

To ensure the Sign-in Sheets are walked down to the finish line BEFORE the official start time so they are ready to receive the participants at the end of the 1 km walk to sign-out on the Sign-Up Sheet and be counted for the record attempt.

PUBLIC SAFETY

Safety First! To ensure everyone participating in this event enjoys the beautiful Ontario trails to their fullest, safety should always be considered. Since the participants will all have different levels of personal fitness and ability, ideally a 1 km route that has the least amount of obstructions should be considered. Here are the main points of remembering public safety.

NOTIFY YOUR LOCAL MUNICIPALITY

Notify your local municipality, civic centre or city hall of your event, giving them the date, time, location and nature of your event. They will have more information on whether you will need an Event permit. The regulations differ from region to region so make it your first phone call as permits will take time to process.

Do You Need A Special Event Permit?

If you are considering having a food component at your event, there are specific regulations and permits that you will need to obtain. First check with your local Ontario Health Care Unit to see what rules they have governing a special event. The rules vary from region to region. Here is a link to find your local Ontario Health Unit.

http://www.alphaweb.org/ont_health_units.asp

INSURANCE

Ensure your trail organization has a current and valid liability insurance policy and that a copy is available on-site should anyone ask to see it.

HAVE A CERTIFIED FIRST AID PRESENCE ON-SITE.

This can be a volunteer nurse, doctor, paramedic, fire or police department personnel, St. John's ambulance attendant, certified Red Cross first aid person or person who has an industrial first aid certificate. Be sure to clearly identify who your On-site First Aid (OFA) persons are. Whomever you choose as your OFA should be equipped with a proper first aid kit.

SIGN-UP SHEET WAIVER

Be sure that all participants in the walk have carefully read and understood the Sign-Up Sheet. The paragraph at the top of the sheet has a statement of participation and waiver.

NOTIFY YOUR LOCAL FIRE AND POLICE OFFICERS

Be sure to notify your local police officers and fire halls of the event taking place. Once you discuss the event logistics with your local officials they will determine if it is necessary to have on-site presence from on or off duty police officers as well as on-site presence from a local fire hall.

SUGGESTED VOLUNTEER STAFFING

COMMUNITY OUTREACH VOLUNTEERS:

It is recommended that you enlist volunteers to help promote the event and recruit participants to sign up. As well, volunteers may be needed to help with on-site registration and set-up of the event. Enlist some help to get the word out! Volunteers can help you in the following ways:

- **Participant Recruitment**

Suggestion: To motivate your volunteers, challenge them with a sign-up competition – the volunteer with the most participants signed up could win a prize that you have arranged with a local business. For example a free pizza dinner or tickets to a movie or a free night of bowling. Be creative – they'll love it!

- **Poster distribution**

Make copies of the Record Breaking Walk promotional poster, with your contact information included in the bottom right hand corner, and have your volunteers paper the town with the news!

- **Garner event enhancements and community involvements**

Event enhancements are a great way to assist in generating further traffic to the event. Volunteers can assist with the development, creation and management of event enhancements such as games for children, entertainment, live music and other event enhancements highlighted in this event manual.

- **Event Logistical Volunteers**

Assign event volunteers to various logistical tasks leading up to the event such as gathering necessary tools for successful event implementation (i.e. pylons, picnic tables)

ON-SITE VOLUNTEERS:

Here is an equation that can be used as a general rule of thumb: For every 50 anticipated participants there should be 1 volunteer available on-site to help with the event. Volunteers can also participate in the official record breaking walk once their volunteer duties are completed.

Positions for On-Site Volunteers to explore

- **Location Set-up & Tear-down Volunteers**

Depending how extensive your event is, you may need volunteers to help with setting up the location before participants arrive for registration. Set up may include (but is not limited to); identifying the start and finish line, registration set-up, event safety set-up and much more.

You may also need volunteers to help clean up after the event. Always leave a trail cleaner after you leave than when you arrived. Help keep Ontario beautiful!

- **Registration Volunteers**

Having an organized and efficient registration process will help participants enjoy their experience of the event that day. Registration is always the first impression of an event-so make it a positive one! Depending on your number of anticipated participants pre-registered then you will need to staff your location appropriately. Registration lines should be divided into two main sections; Pre-registered participants and on-site registered participants. Having ample space and man-power will allow for a smooth registration process.

- **Finish Line staffing**

Keep in mind, just as you staffed the registration, or “sign-in” process, well enough to handle to volume of participants for your event, you will have to consider the same for the “sign-out” at the end of the 1 km as well.

WHERE TO FIND VOLUNTEERS

Volunteers are an integral part of any not-for-profit and community event. There are many places you can recruit volunteers.

- Secondary schools
- Girl Guides and Boy Scouts of Ontario
- Community service groups, examples are; Rotary Club, Kiwanis Club, Big Sisters or Big Brothers, YMCA or other community centre, Lions Club, Kinsmen Club
- Friends, family and neighbours; make your event an outing for all to share in and enjoy!

COMMUNITY PROMOTIONS

While the Ontario Trails Council will be actively promoting the event through a province wide effort, it is up to the Event Lead to get the word out in your local community. Here are some ways to promote the event, with the help of some of your volunteers. Remember that people of all levels of fitness are encouraged to get out and get active so ensure to reach out to clubs in your community that are outside of your existing network.

ONLINE PROMOTIONAL TOOLS

Promotional Tools are available for you on-line (www.ontariotrails.on.ca) to use in a variety of ways. They are located on the left side menu under World Record Trail Walk, Media Information. These tools are:

- **Event Poster**
- **Press Releases**
- **Public Service Announcements (PSAs)**
- **Event Fact Sheet**
- **OTC Backgrounder**
- **OTC Newsletter**
- **Online Record Breaking Walk Banner**
- **Active 2010 Report**
- **Ontario Trails Strategy Report**

POSTER DISTRIBUTION

Get participants to sign-up for your event by distributing posters and Facts Sheet to key traffic areas on a regular basis. A great place to canvass for participants are public schools. Get the entire student body in your city or town to sign-up.

- **Local clubs, community centers, associations**
- **Grocery stores, pharmacies, anywhere that has a notice board**
- **Libraries**
- **Local businesses**
- **Telephone Poles**
- **Mail boxes**
- **Inserts in your local community newspaper**

HOW TO USE THE EVENT POSTER

1. it's important for you to download the event Poster and customize the bottom right hand corner with your contact information before distributing throughout your community. This is how local participants will be able to find you and sign up for the walk.
2. Use email to send the Poster and Fact Sheet. Send them to colleagues, friends, family, or your personal and business database.
3. Get your local newspaper, radio or television station to help you promote the event. Send the promotional tools (press release, PSA, poster, Fact Sheet) to them and see if they will give you some coverage (mention in the newspaper, radio announcement, television announcement).
4. Newsletters. If any person or organization you know has a newsletter or E-newsletter (electronic newsletter usually sent through email) then see if they will include some of the promotional tools in their next issue! Here's a tip: Did you know that Scouts Ontario has almost 50,000 members, and Guides Ontario has over 52,000 members?! Call your local Scouts or Guides and sign them up as participants and get them involved as volunteers today!

COMMUNICATION SUPPORT

In addition to your efforts of community promotions, we will be sending you weekly email updates. These updates will include such things as new press releases, tips to help you recruit participants, reminders of timelines and key responsibilities, and updates on the progress of the province wide event.

MEDIA OPPORTUNITIES

There are several opportunities for media to assist in generating public support. Here are some suggested media tools that will assist you with your campaign development. On the Ontario Trails Council's website you will see a menu on the left hand side of the screen. There, under World Record Trail Walk pull down tab, you will see a section called Media Information. There are many documents online to assist in your local media efforts.

Media Outlets include (but are not limited to)

Print Media- community papers, trade publications, newspapers, magazines, community bulletins.

Radio Media- on-air radio interviews, public service announcements.

Television Media- television interviews, live to air promotions.

Online Media- online event calendars, online banners, website hyperlink, electronic invites (website such as **www.evite.com** offer free e-vite services that can track your participants).

SUGGESTED MEDIA KIT

- **Introductory letter from the local event organizers**
- **Customized Event Poster**
- **Local Event Map of Participating Trail**
- **Event Fact Sheet**
- **OTC Backgrounder**
- **Customized Press Releases**
- **Public Service Announcements**

POTENTIAL MEDIA STORY ANGLES

“ABC” Community Supports Provincial Wide Efforts to Promote Healthy Active Living”

“World Record Breaking Attempt in Your Local Community”

“Key Local figure (i.e. Mayor) To Participate in Record Breaking Walk”

“Communities come together to promote Healthy Active Living”

“Off The Couch and On the Trails”

“Record Breaking Walk Unites Community”

Things to do on Sept 30th.

It only takes 18 min to walk 1 km

Get in shape for the Record Breaking Walk - suggest fitness warm up ideas

Did you know? Facts on your local trail

XX pairs of shoes will hit the trails on September 30th

Free outdoor event

OTC TRAIL ETIQUETTE

For reference, here is some information from the Ontario Trails Council website on trail etiquette:

Trails are a wonderful way to spend a safe, enjoyable day, relaxing and taking in the sights. The OTC has produced an instructional video providing graphic examples of safe and shared trail experiences.

GENERAL RULES OF ETIQUETTE

1. Please stay on the main trails! Some areas have rare and sensitive plants and small animals that can be easily damaged or destroyed. Don't make new trails or use unmarked (unsigned) trails.
2. Some areas may require user fees. Please be sure to check with the Trail Association or Conservation Area and be prepared to pay a daily or weekly fee. These monies help to maintain the trail.
3. Some trails may close seasonally. Watch and obey any trail closure signs in the area. Check the trail condition before going too far. If you are leaving tracks over 1.5cm deep you really shouldn't be there. Most trails experience problems in the spring. If there are no signs posted, but weather conditions have been bad, please do not use the trail.
4. Please stay to the right to allow other users to pass to your left.
5. Please respect neighboring landowners by staying off private property, and avoid excessive noise.
6. Please leave the trail as you found it, whatever you pack in, pack out.
7. Maintain control of your pets. Carry a leash for your dog and be prepared to use it. Some urban areas have strict leash laws.
8. When stopping for a rest, please move to the side to allow other users room to pass on the thoroughfare.
9. Leave the wildflowers and wildlife for others to enjoy.
10. Please respect trail signs and use only trails that are signed for your user group. Some trails are user specific i.e. hiking or snowmobile trails.

Order our etiquette video @\$11.50 a copy (incl. GST)

Trail user organizations have guidelines for specific activities. They are designed to make trails more enjoyable for all. The Ontario Trails Council encourages you to know and follow this advice.

RECORD CLAIM GUIDELINES

The following points regarding authentication and rules are direct communication from the Guinness World Record head office. For the purpose of this event we will primarily be concerned with authentication point's number **1, 5** and **6**.

AUTHENTICATION

For the purposes of verifying any claim, the following material should be provided:

1. Signed statements of authentication by two independent persons of some standing within the local community who have attended the event and can confirm all details of the claim. Where relevant, at least one of the witnesses should be qualified (or an official) in the record subject area e.g. a vet for animal records.

- These statements should originate directly from the witnesses (signed in their own hand) and be submitted, where possible, on their own headed notepaper and include full contact details.
- Statements should not take the form of documents pre-prepared by those involved in the record attempt.
- Except where both the witnesses are members of the same professional body, or are officials of a national sporting organization (or similar), the two independent persons must be independent of each other as well as being independent of the person(s) attempting the record.
- The statements should confirm that the specific rules applicable to the event, if relevant, have been followed as well as state the EXACT details pertaining to how the record is quantified – dimensions, participants involved, etc.

2. Independent corroboration in the form of media coverage.

- Cuttings, photos, video from local/national newspapers, specialist or general interest magazines, television, local/national radio.

3. A clearly labeled VHS (PAL or NTSC) video.

4. High quality colour photographs or transparencies. Colour photocopies are discouraged.

5. Where appropriate to the event, a signed and dated logbook showing that the attempt has been the subject of unremitting surveillance.

- Time and duration of rest breaks taken, where relevant, should be shown.

6. Measurements should be made by suitably qualified individuals and witnessed by the independent witnesses, where applicable.

- Accurate professional equipment should be used for measuring and all relevant measures must be given.

Failure to provide any of the material listed will severely delay the processing of a claim, so please check the documentation before submittal.

Largest simultaneous walk and run

The following act as a guide to the specific considerations and undertakings, in addition to the general requirements, for any potential attempt on largest simultaneous walk and run. They should be read and understood by all concerned – organisers, participants and witnesses – prior to the event. Please have these rules available at the time of sign-in.

GUINNESS RULES & REGULATIONS

This record is for the greatest number of people participating in a walk/run organized by the same organization, simultaneously, at different venues.

1. A head count of walkers/runners must be taken before the event, either by turnstile or some other form of counting. This is essential and must be done efficiently. The method to be used must be pre-approved by Guinness.
2. All walks/runs should begin at the same time therefore, all those attempting the record must begin walking/running at the same time. This needs to be done so that the record is clearly for the number of people actually walking/running and not just the number of people attending the event as a spectator.
3. Events in different time zones must begin at the same moment: thus if an event begins at 12 noon at New York, it should begin at 9 a.m. in California.
4. Sufficient witnesses should be involved to ratify that all the contestants fully participate in the attempt – witnesses should be placed in such a way that every part of the walk/run area is visible to the officials.
5. The number of venues used is not of importance in the context of the record. However, this information does need to be included with the documentation. There is no upper limit on the number of venues, but there should be a minimum of ten walks/runs organised.
6. It is the total number of walkers/runners attending that constitutes the record, although there should be an average of at least 25 walkers at each venue.
7. The name of the company, organisation or person(s) organising the event should be given, along with the date, venues, and course distance.
8. The walks must be a minimum of 1 kilometre long.

EVENT LOGISTICS

SUGGESTED EVENT LOGISTICS

Here are a few suggested event logistics for you to consider when designing your event. Please note that event logistics will vary depending on the scope of your event. We would be happy to provide you with any further logistical advice or suggestions required.

- **Public Washrooms**

Suggestion: Ensure that there is access to ample public washrooms for the amount of anticipated participants. If needed Port-O-Lets can be rented by a local event supplier. Make sure that all washrooms are clearly marked for participants.

- **Table and chairs for registration area**

Suggestion: Have a school, community centre, your local municipality or library donate the loan of these items. Be sure to remember pens and markers for the registration area.

- **Pylons to mark the walk route**

Suggestion: Ask your local fire or police department if they can donate the loan of these items.

- **Ribbon or balloons to mark the start line**

Suggestion: A brightly coloured ribbon of a minimum 2 inches in width to tie from one side to the other of the start line, at waist height. This ribbon can be cut at the official start of the walk. Be sure to remember your scissors!

- **Garbage bags for clean-up crew**

Tip: It's always better to leave a trail cleaner than you found it.

- **Bull horn, air horn and/or whistles to communicate the start of the event**

Suggestion: Most hardware store or boating supply stores would carry air horns or bull horns. Whistles can be obtained from the same places as well as toy stores or even dollar stores. See if these stores are willing to donate some of these items for the event. If not, see if local police or fire departments are willing to donate the loan of these items. If your location is going to be heavily attended and you are having trouble finding these items, please call the Paradigm Project Manager for further assistance.

- **Walkie-talkies for use on site (optional)**

Suggestion: If you are comfortable with using a walkie-talkie system, they can usually be purchased at Canadian Tire, Home Depot or some hardware stores that sell industrial supplies. Walkie-talkies can make life easier to communicate on-site with various key volunteers, especially for the larger events.

- **Means to measure 1km**

Suggestion: Large measuring tape, Bicycle Odometer, Pedometer.

- **Participation Certificates**

Recognize your participants by offering them a completed participant certificate that they can post in their school, shop or home. Recognition can be offered in the form of a paper certificate, button, ribbon or any other creative form you wish.

- **Picnic Tables/Public Seating Areas**

Providing seating areas for your guests will help to create a central area where guests can relax before or after the event. Picnic tables can often be borrowed from your local municipality or rented for a minimal cost.

- **Event Gating**

Event Gating or roping will help to designate your event area. Gating is only necessary if you are anticipating a large number of participants or want to secure the event start and finish areas. Gating can also aid in event traffic control.

EVENT ENHANCEMENTS

There are a lot of fun ways to enhance your event. Event enhancements will assist in generating local traffic to your event and generate further support from the community.

Suggested event enhancements include:

1. Event Speakers can be arranged to visit your event before, during or after to promote awareness of event.
2. Trail Fundraising encourages participants to offer a donation to the trail that will go towards trail improvements, trail promotions, trail management or local trail clubs.
3. Group Warm-up/Cool down – Bring in a qualified and certified fitness instructor to lead your group of participants in some fun and safe warm up or cool down excises before or after the event.
4. Live Entertainment – Add some live entertainment to your event that the whole family can enjoy. Entertainment can include live music, Olympic Games, face painting, and much more. Enlist local clubs and groups to provide entertainment and bring the community together.
5. In-Kind Event Sponsorship – In-kind donations are a great way to enhance any event. In-kind donations can be mutually beneficial as it enhances the value of your event and offers marketing opportunities to a targeted audience. In-kind donations can include items such as: water, Water bottles, energy bars, granola bars, ponchos, umbrellas, energy drinks, product samplings or complimentary product give-away's.
6. Food & Beverage – community BBQ's, bake sales, food and beverage vendors: please note health and safety regulations in your local municipality.
7. Cross Promotions – with like minded events, hiking and walking clubs, retail stores who promote healthy, active living campaigns (i.e. The Running Room, Mountain Co-op Equipment), local health oriented charities (i.e. Heart and Stroke foundation, health promotional organizations, local hospitals, health clinics).

12 NOON - RAIN OR SHINE!!

12 Noon – How to synchronize the province of Ontario!

For the purpose of strictly following the Guinness guidelines and to ensure everyone starts at exactly 12 Noon, we are requesting that all Event Leads and Event Officials officially set their watches, timers, cell phones or what ever time piece you will use to the official CBC Radio One time. The CBC has a national time signal at 1:00 PM everyday. Set your watch in advance. The CBC Radio One frequency for your location can be found on-line at www.cbc.ca/frequency/frequency_ontario.html

Important to Note!

If your location is in North West Ontario using Central Standard Time (CST) you must start your event at exactly 11:00 AM local time, also using CBC Radio One to synchronize your watches, to be considered simultaneous with the rest of the province's 12 Noon start time.

WEATHER

This event will take place regardless of the weather forecast. There is no rain date for this record attempt. You, your volunteers and the participants will have more fun if you are adequately prepared. You should encourage people to dress appropriately. Here's a suggested reminder:

IF IT RAINS:

- Rain coat
- Umbrella
- Rubber boots
- A sweater in case it's cold
- Bottled water and snacks

IF IT SHINES:

- Sunscreen
- Hat
- Sunglasses
- Bottled Water and Snacks

PRE-EVENT DAY CHECK LIST

This is a basic reference list for you to check off as you go through the process of coordinating your local event. It's a general reminder of the points discussed in this manual.

- **Notify local civic centre of date, time, place and nature of event. Obtain all necessary permits.**

- **Send weekly reminders of event participants to the Project Manager every Friday.**

- **Distribute posters and Facts Sheet to key traffic areas.**

Local clubs, community centers, associations

Grocery stores, pharmacies, anywhere that has a notice board

Libraries

Local businesses

Telephone Poles

Under the windshield wiper of cars in a parking lot

Mail boxes on someone's paper route

- **Enlist two Event Officials to audit the # of participants**

- **Ensure all health and public safety requirements of your event and obtain on-site certified first aid personnel**

- **Choose a clock to use as the official event clock and set the time according to the CBC's Radio One. They have a time signal at 1pm everyday. Do this in advance so you won't forget.**

- **Obtain volunteers for the following areas:**

Registration tables (average of 1 per 50 anticipated participants)

Start line

Finish line

Trail marshals (1 volunteer every 50 meters of the 1 km)

Set-up crew

Clean-up crew

Information and directional volunteers

- **Identify and publicize details of your trail, such as:**

Where people can park

Location of public washrooms, if any

Location of registration tables

Location of 1 km start and finish marks

Location of first aid workers

EVENT DAY CHECK LIST

This is a sample list to help remind you of what to bring on-site with you to be prepared as the Event Lead. Customize it, add to it things that you have planned for your event.

- **Contact list of volunteers**
- **Contact numbers for key personnel (Event Officials, First Aid, Emergency Services)**
- **Registration tables and chairs for sign-in and sign-out (perhaps one at the start and finish lines)**
- **Clip boards**
- **Pens for sign-in and sign-out**
- **Garbage bags for clean-up**
- **Volunteer Identification**
- **Event Signage**

SUGGESTED SIGNAGE LIST

(available on event web site at www.ontariotrails.on.ca/gbwregistration.htm) Tip: print it on brightly coloured paper:

- **Parking**
- **Washrooms**
- **First Aid**
- **Registration**
- **This Way**
- **Record Breaking Walk**
- **Start/Finish**

EVENT DAY RUN SHEET

*If you are in Ontario's Central time zone, the times on this run sheet will have to be one hour earlier. Remember, 12 PM Eastern equals 11 AM Central. You must start at 11 AM in the Central time zone.

8:00 AM	On-site arrival of Event Lead and all volunteers
8:00 – 10:00 AM	Set-up time: <ul style="list-style-type: none">• mark starting point• mark finish line (1 km from start line)• set up chairs and tables for registration• place pens and registration sheets on table• mark area for First Aid• put up signage (Parking, Washrooms, First Aid, Start, Finish)• put Volunteer identification/name tags on• make garbage cans and/or bags available for garbage
9:30 – 11:30 AM	Registration time OPTIONAL: Community interactive time (if applicable)
11:45 AM	Event Official to walk sign-in sheets to finish line Participants go to start line, ready for start of walk
12:00 PM SHARP!!	EVENT START TIME, TIME SET TO CBC RADIO
12:15 PM	Event finish time, estimated
12:15 PM	Audit sheet count with 2 Event Officials to sign authentication statement when count is complete
12:15 PM	OPTIONAL: Community interactive time (i.e. Events from local partners)
3:00 – 5:00 PM	Clean-up time

Email final numbers to jake@paradigmevents.com

Send courier package or mail audit sheets with signed letters of authentication to:

Record Breaking Walk
Jake Wozniak, Project Manager
Paradigm Events
159 Jane Street, Unit 2
Toronto, ON M6S 3Y8

LOGISTICAL DOCUMENTS AVAILABLE ON-LINE AT WWW.ONTARIOTRAILS.ON.CA:

- Sample of “Statement of Authentication” for the Event Officials
- Event Day Check List
- Event Day Run Sheet
- Participant Sign-up Sheet
- Event manual
- Guinness Guidelines
- Basic signage

IMPORTANT REMINDERS

When promoting your event be sure to remember the following:

- 1) The event is open to participants of all fitness levels.
- 2) The event is non-competitive and fun!
- 3) Thank you for being a part of Healthy Active Living and promoting your local trail!!

IMPORTANT CONTACT INFORMATION

Ontario Trails Council
Executive Director, Patrick Connor
Email: execdir@ontariotrails.on.ca
Website: www.ontariotrails.on.ca

Ontario Trails Council
Administration, Suzanne Jelly
877-668-7245
Email: admin@ontariotrails.on.ca

Record Breaking Walk
Project Manager, Jake Wozniak
416-593-6762
Email: jake@paradigmevents.com

Record Breaking Walk,
Media Contact, Connie Tinney
416-242-4688
Email: connie@paradigmevents.com

Parks and Recreation Ontario
E-mail : pro@prontario.org
Web Site: www.prontario.org

Hike Ontario
Email: info@hikeontario.com
Website: www.hikeontario.com

APPENDIX A

PARTICIPANT SIGN-UP SHEET

The following sign up sheet is for participants to either pre-register with you, or to sign up on-site. Each participant must read the waiver paragraph at the top of the page, print their name, and then give their signature at the start and finish of the 1 km walk. Hopefully, you will have many participants and need to make a number of copies of this page! Please see the attached following sheet.

APPENDIX B

SAMPLE “LETTER OF AUTHENTICATION”

This letter is a sample only. Its content can be used to create the letters of authentication that your Event Officials will need to compose on their own letterhead to verify the number of participants that were audited at your event. This is discussed under the Roles & Responsibilities section of this manual.

(To be typed on official company letterhead)

Event Official's Name
Title within organization
Organization's Name
Street Address
City, Province Postal Code
Tel:
Email:

Date (Sat. Sept. 30, 2006)

Guinness World Records Limited
Maple House
149 Tottenham Court Road
London W1T 7NF
England

To Whom It May Concern:

In regards to claim **#142958 (Membership #130922)**, this letter is to certify that I have attended and witnessed the Ontario Trails Council's attempt to break the current Guinness World Record for Largest Simultaneous Walk.

I do hereby declare that on Sat. Sept. 30, 2006 at exactly 12 noon (time according to CBC radio), XX number of participants did start and finish a full one kilometer walk, at the location of (insert trail name here) in the (city, town, region, municipality, park) in the province of Ontario, Canada. I further declare that all parts of the one kilometer walk were witnessed by myself.

Please accept this letter as a statement of authentication in this record attempt.

Sincerely,

(Insert signature here)

(Insert name here)

(Insert title here)