



Embroiderers' Guild

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RECORD BREAKERS!

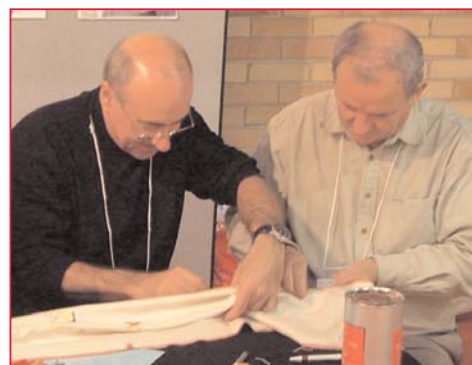
Ever heard of a football larger than an elephant? How about an 11-foot-long moustache, or a giant mosaic made out of burnt toast? These are all records currently in the Guinness Book of World Records, and the **Embroiderers' Guild** intends to join such feats by breaking the world record for the **World's Longest Embroidery**, currently held by Margaret S Pollard (Great Britain) for stitching scenes from C. S. Lewis's Narnia stories, 1,338ft in length (408 metres).

The attempt on the world record is organised by the **Embroiderers' Guild** in association with the **National Trust**, which supplied 600 metres of traditional calico cloth woven at Quarry Bank Mill. Anchor threads, needles and scissors for the project have been donated by **Coats Crafts UK**. The **Embroiderers' Guild** is the UK's leading craft organisation and educational charity which promotes embroidery as being all work stitched or derived from stitch.

With the help of members of the public, so far approximately 250 metres have been stitched, meaning that the **Embroiderers' Guild** is well on target to break the current record by the time the piece is measured up at the Knitting and Stitching Show at Alexandra Palace in October 2004!

Lucy Mayfield, Exhibitions and Events Officer at the **Embroiderers' Guild** said:

"We are delighted with the popularity of this project, and have experienced large numbers of children, men and women from all over the world, from first-time to experienced stitchers of all ages, stitching themselves into history, swapping stories as they stitch. There is still time for members of the public to make their mark, as the various pieces of fabric will continue to appear at major craft shows, exhibitions and historic buildings (including Hampton Court Palace) over the next nine months."



For images (including those shown here) and further information, please contact the **Embroiderers' Guild** on +44 (0)20 8943 1229 or lmayfield@embroiderersguild.com