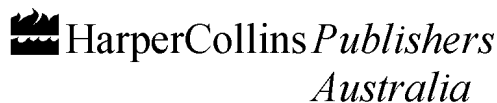


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MEDIA RELEASE

Dr Karl's World Record Attempt

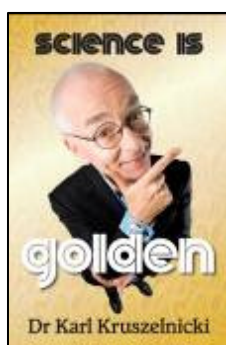
CALLING ALL RADIO STATIONS — WE NEED YOUR HELP!

On **Thursday, 6 November 2008**, to launch his 27th book, *Science is Golden*, popular science commentator and bestselling author **Dr Karl Kruszelnicki** will be undertaking the Guinness World Record™ for **'Most interviews on radio in 24 hours by an individual'**.

The record is around 60 and we need your help to smash it! From Dymocks, George Street, Sydney, Dr Karl is aiming to speak to over 70 radio stations, all different in name and frequency — so we're aiming to do as many regional stations as possible, and only one interview per station. Contact us now!

All interviews will be to a tight schedule, but must be no less than 5 minutes long in order to qualify for the record. However, once we head off on tour in November, Dr Karl will be available for another interview with all those who helped towards the record attempt — and hopefully you will be speaking to the holder of a Guinness World Record™!

For every interview Dr Karl completes on Thursday, 6 November, HarperCollinsPublishers will donate \$100 to CanTeen (the Australian Organisation for Young People Living with Cancer), with Dr Karl donating a percentage of his book royalties, so please show your support.



WHAT:	Dr Karl's Guinness World Record™ Attempt for 'Most interviews on radio in 24 hours by an individual'
WHEN:	Thursday, 6 November 2008 7.00 am – Late
WHERE:	Dymocks 424 George Street, Sydney



To arrange an interview or review copy contact:

Nicola Howcroft, Publicist
Tel: 02 9952 5004 or Fax: 02 9952 5666
E: nicola.howcroft@harpercollins.com.au
www.harpercollins.com.au

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