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President – KT Coates

Vice-President – Kate Whitley



PRESS RELEASE - For Immediate Release

Pole 4 Life World Record Attempt

The most people simultaneously pole dancing around the world

At 10am (GMT time) on Saturday 22nd February 2014, to celebrate the World Pole Sports Championships 2014, pole studios all around the world will be attempting to break the Guinness World Record for the most people POLE DANCING SIMULTANEOUSLY IN MULTIPLE LOCATIONS. Organised by KT Coates and the International Pole Sports Federation, the event promises to be bigger and better than the first.

The current record was set in 2006 and stands at 206 people dancing in 26 locations. It was organised by KT Coates with the help of 26 pole studios across the world and £50,000 was raised for cancer charities.

This time the event is set to be even bigger, with over 100 pole studios already registered to take part and more signing up every day. The studios are in 21 different countries including the United Kingdom, Australia, the United States, South Africa, China and The Netherlands. The event will again raise money for cancer charities around the world and each participating studio has individually chosen a specific cancer charity to donate their sponsorship money to.

KT Coates says "I am looking forward to again raising the profile of pole sports as a competitive sport for athletes and a great form of fitness for everyone - women, men, youth and seniors. The Record Attempt is a great boost to our attempts to have Pole Sports included in the Olympic Games one day".

Thanks to the success of the International Pole Sports Federation and the World Pole Sports Championships, the World record attempt has attracted support from Aurelian Sports Grip-Pole. The individual who collects the highest value of sponsorship payments will receive the newly launched 100% brass Aurelian Sports Grip-Pole. The pole studio that raises the most sponsorship money will also receive



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complimentary tickets to the World Championships in London in July 2014 and a contribution towards travel expenses.

- END -

FACTS:

The original Guinness World Record for pole sports was set in September 2006.

206 out of 356 participants were recognised in the original attempt.

The new Guinness World Record attempt will take place at 10am (UK time) on Saturday 22nd February 2014.

CONTACT INFORMATION:

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KT COATES:

KT Coates is one of the world's most pioneering pole experts: a respected instructor, educator and the face of pole sports. KT is the President of the World Pole Sports Championships 2014, head of the International Pole Sports Federation (IPSF) and the director of Vertical Dance.

From the beginning KT has pushed the boundaries of Pole Sports leading the way in creating better safety standards, professional training programmes and helping to create the first internationally recognised scoring system and judges training. Her greatest achievement is creating the International Pole Sports Federation - the first internationally recognised, not-for-profit, pole sports federation

Over the years KT has been quoted in many of the leading newspapers in countries across the world including the Wall Street Journal. She has been mentioned in Perez Hilton's Blog, worked with the Rolling Stones and many other top celebrities. Mum to four year old Blossom, KT was the first to document her experiences of instructing while pregnant. Her findings have set an industry standard for both student and instructors alike. She struggles severely with Dyslexia and has a spelling, numerical and reading age of an eight year old.

KT's drive to get Pole Sports recognised has seen a new genre of pole created, which has given rise to a massive international following. There are currently over 15 national federations working toward IPSF recognition and over 10 competitions using full IPSF scoring and judging criteria.

Her tireless work within the pole industry won KT the IPC Contribution to the Pole Industry Award.

AURELIAN SPORTS GRIP-POLE:

Aurelian Sports is a UK business, established in July 2013, and is headed up by CEO Tracey Batenburg. Aurelian Sports is launching in February 2014 with its first product, the Aurelian Sports Grip-Pole. It is a professional sports pole made of 100% brass tubing. Brass is the only metal that is rough enough to enable a firm grip but is also smooth on the skin to enable sliding. Aurelian Sports Grip-Pole is the only fitness pole on the market that can be adjusted at the top (ceiling) or the bottom (floor), depending on the user's preference. It has both static and spinning functionality. Aurelian Sports is the title sponsor of the 2014 World Pole Sports Championships and is proud to sponsor Alessandra Marchetti, the current World and Italian Women's Pole Champion.

For more information, see www.aureliansports.com or contact Alison Shadrack at Adia PR -

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THE INTERNATIONAL POLE SPORTS FEDERATION:

The IPSF is a not for profit organisation dedicated to positively promoting pole as an athletic sport. Voluntarily run by members of the Pole Sports Industry from across the globe, it was created to foster the development of Pole Sports throughout the World. The IPSF supports individuals and national federations to unify the Pole Sports Industry. Through setting in place a format that will be accepted by international sport governing bodies, the IPSF's goal is for SportAccord and the Olympic committee to recognise Pole Sports as an official sport and to one day be part of the Olympic Games.

The IPSF will be introducing Anti-Doping testing in line with the WADA Code for the first time in Pole Sports.

THE WORLD POLE SPORTS CHAMPIONSHIPS:

The World Pole Sports Championships was created by the International Pole Sports Federation. Held every July in London, the weekend's events see over 100 competitors from 30 different countries compete against each other in the following categories: Men's, Women's, Doubles, Masters (40+ and 50+) and Youth (10-14 and 15-17). IPSF judging rules, regulations and scoring have been carefully created through the IPSF Technical committee and promote fair and transparent judging.