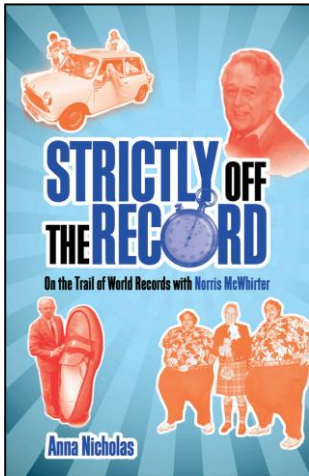


Summersdale New Book Press Release

Behind the scenes of *The Guinness Book of Records*:
an achingly funny, irreverent memoir from a world-record adjudicator

PUBLICATION DATE: Monday 6th September 2010



STRICTLY OFF THE RECORD

On the Trail of World Records With NORRIS McWHIRTER

BY

Anna Nicholas

ISBN: 978 1 84953 069 9 Hardback 288 pages £12.99 6 Sept 2010

"His name was Norris McWhirter, a man who, like a magician, had turned the ordinary into the extraordinary with the creation of The Guinness Book of Records, which to this day remains the best-selling copyright book in publishing history."

"... the telephone trilled unceasingly... These weren't the sort of calls that you heard in normal office life ... Ashrita Furman, the man who had somersaulted the longest distance at twelve miles and 390 yards, had rung for a chat; the worlds' greatest memory man, Creighton Carvello, wanted to alert the editorial team to his forthcoming new record attempt; and Mr Mangetout, a Frenchman and the world's greatest omnivore, had notified the editor about his latest guzzling record of a supermarket trolley ... working at The Guinness Book of Records must gradually but assuredly send you quite mad ..."

In this extraordinary, humorous memoir, Anna Nicholas recounts her adventures judging records around the world with **The Guinness Book of Records** founder, **Norris McWhirter, CBE**. Nicknamed "Batman and Robin" they travelled the UK and beyond together meeting eccentric, weird and wonderful record breakers.

Adjudicating Richard Branson's first transatlantic crossing by hot air balloon, the world's highest tower of bread, the longest conga line, and the cramming of the most people ever on deckchairs onto Weymouth beach was all in a day's work for this dynamic duo. And, of course, things didn't always go to plan

Media opportunities: Author interviews • Photos available • Author can write feature articles
• Extracts / serialisations • Review copies available •

ANNA NICHOLAS is a freelance journalist and PR consultant. Anna has contributed to the *Financial Times*, *The Daily Telegraph*, *The Daily Telegraph Expat*, *The Independent* and the *Express*. Anna is also a regular blogger for the weekly *Telegraph* for expats. Anna has written four previous books (all published by Summersdale) about juggling her life in Mallorca with her work in London. As well as working as an adjudicator for *The Guinness Book of Records*, Anna's extraordinary past exploits also include undertaking an expedition with the explorer Colonel John Blashford-Snell to carry a grand piano to the remote Wai Wai tribe in Guyana.

STRICTLY OFF THE RECORD will be published by Summersdale and available through all good bookshops and internet booksellers. **To request a review copy or to be put in touch with the author, please contact Elly Donovan.**



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