



## FOR IMMEDIATE RELEASE

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# World Record Set at Skowhegan Moose Festival

*Guinness World Records confirmed record was set for most people moose calling simultaneously*

**SKOWHEGAN, Maine** - Today, the town of Skowhegan and Main Street Skowhegan announced confirmation from Guinness World Records that they have set the new world record for the most people moose calling simultaneously. The record was established on June 9, 2018, at the 2018 Skowhegan Moose Festival when 1,054 people participated in the world record attempt led by Roger Lambert, a registered Maine guide.

The event hosted by Main Street Skowhegan attracted an estimated 6,000 people from across 13 states to the weekend-long festival in June. The record attempt was seen by many people on local and regional news outlets and had more than 16,000 views of the [video of the attempt](#) on the Skowhegan Moose Festival Facebook page. The review process by Guinness World Records took eight months to verify the exact number of people that were calling simultaneously in the grandstand of the Skowhegan Fairgrounds.

A community celebration is scheduled for Friday, Feb. 15 from 12 p.m.-3 p.m. at Main Street Skowhegan's office at 48 Court Street in Skowhegan. People will be able to take a photo with the official certificate from Guinness World Records. Main Street Skowhegan will also provide a printed copy to people that come to the celebration.



*From left to right (back row): Mark LeBlanc, committee member, Skowhegan Moose Festival; Carroll Ware, committee member, Skowhegan Moose Festival; Soren Siren, committee member, Skowhegan Moose Festival; Sam Hight, dealer principal, Hight Family of Dealerships; Roger Lambert, registered Maine guide; Shawn Howard, committee member, Skowhegan Moose Festival; (front row) Christine Almand, town manager, town of Skowhegan; Lila Ware, committee member, Skowhegan Moose Festival; Kristina Cannon, executive director, Main Street; Mary Haley, project coordinator, Main Street Skowhegan; Matt DuBois, president, Main Street Skowhegan Board of Directors; Maria Landry, associate director, Main Street Skowhegan; Patrick Dore, branch manager, Franklin Savings Bank; Amanda White, Skowhegan Moose Festival Committee Member. Photo courtesy: Main Street Skowhegan*

"The Skowhegan Moose Festival was a huge success and this world record is the icing on the cake. To us, it is about so much more than just the people who were counted. So many people, and organizations and businesses were involved in festival planning and execution. From our sponsors to our volunteers, this event and record wouldn't have happened without them. This recognition is a great way to celebrate Skowhegan and all that it has to offer. As a community, we are thrilled to hold this world record," said Kristina Cannon, executive director of Main Street Skowhegan.

Prior to the world record attempt, organizers used a [video](#) of Roger Lambert, a registered Maine guide, to promote how to do a moose call and encourage people to participate in the world record attempt.

The 2018 Skowhegan Moose Festival was a three-day event with a range of activities for all ages, including adult and child moose-calling competitions, hunting and fly-fishing demonstrations and seminars with sporting experts, plus vendors, outdoor retailers, food trucks, and a Phil Vassar concert. Organizers estimate nearly 6,000 people attended the festival, a new attendance record for the event.

The 2018 Moose Festival was supported by leading sponsors Cabela's, Hight Family of Dealerships and other partners including the Maine Office of Tourism and the Kennebec Valley Tourism Council, as well as many local businesses.

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**Editor's Note:** To arrange media interviews with Roger Lambert or organizers for the Moose Festival, contact Greg Glynn at Marshall Communications at 207-620-9076 or email [gglynn@marshallpr.com](mailto:gglynn@marshallpr.com).

### **About Main Street Skowhegan**

Main Street Skowhegan is a 501(c)(3) nonprofit focused on the ongoing revitalization of Skowhegan, Maine. Founded in 2005 by a group of citizens with the goal of reinvigorating downtown Skowhegan, the organization now serves all Skowhegan businesses and implements town-wide projects. Main Street Skowhegan is driven by staff members and dozens of volunteers working to grow a vibrant, inviting town by encouraging innovation and economic development. Learn more at [www.MainStreetSkowhegan.org](http://www.MainStreetSkowhegan.org).

### **Media contact:**

Greg Glynn

Account Supervisor  
Marshall Communications  
207-620-9076

[gglynn@marshallpr.com](mailto:gglynn@marshallpr.com)