GUINNESS WORLD RECORD
KEEPS THE FLAME ALIVE

FOR THE PAST SIX MONTHS CHILDREN'S LEUKAEMIA AND CANCER RESEARCH FOUNDATION WORKED WITH SCHOOLS FROM ACROSS WA TO SIGN SEGMENTS OF YELLOW RIBBON, ALL OF WHICH WERE THEN SEWN TOGETHER TO REACH A WORLD RECORD BREAKING LENGTH.

Children's Leukaemia & Cancer Research Foundation joined forces with Western Australian schools and community organisations, on Saturday 19 April 2014, when they managed to achieve the Guinness World Record for the Longest Awareness Ribbon.

The Keep the Flame Alive World Record Ribbon Day saw volunteers from all sectors of the Western Australian community come together at Langley Park, in the City of Perth, to take part in this momentous event. From children as young as three to grandparents, everyone gathered to help unfurl the ribbon and lay it out in the traditional awareness ribbon shape, which was then photographed from the air.

When the final length of 1940 metres was reported by our official measurer, a cheer erupted from the crowd. This amazing result had smashed the previous world record for an awareness ribbon by 693 metres. The previous record stood at 1,247 m (4,091 ft 2 in) and was created by Aid and Hope Program for Cancer Patient Care (Palestine), in Gaza, the Gaza Strip, Palestinian Territory, on 11 October 2010.

For the past six months Children's Leukaemia and Cancer Research Foundation worked with schools from across WA to sign segments of yellow ribbon, all of which were then sewn together to reach a world record breaking length.

The messages of hope and support for sick children are to help raise awareness of the need for continued research into childhood cancers.

Simon Treasure, from AAM Group, acted as our official measurer of the World Record Ribbon. AAM Group are a Geospatial Services company specialising in the collection, analysis, presentation and delivery of geospatial information.

The Longest Awareness Ribbon initiative was supported by The Hon Peter Collier MLC, Minister for Education. His support included requesting the Department of Education promote the initiative on the news section of their education website to the wider public of school staff, parents, broader community and members of the media.

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"With the support of The Hon Peter Collier MLC, Minister for Education, more school children and their families were able to be a part of this Guinness World Record and get their school involved in signing the ribbon and unfurling it on the day," said Event Co-ordinator Kylie Dalton.

That's not the end of the ribbon's incredible story. The final destination for such an important piece of fabric, is the new Children's Hospital, where it will hopefully be used for the opening in 2015.

It will also enable future generations of children, desperate for hope, to read the messages of love and support, and inspire them to continue their fight.