



NEWS



16th November 2004

-World Record Pizza Heads Down Under to Ramsay Street, Australia-

Domino's Pizza is getting set to break the Guinness™ Book of Records for the *furthest food delivery*. On 17th November at Domino's Pizza Feltham, newly engaged Australian singer and star of 'I'm A Celebrity...' Peter Andre will be making the historic pizza that will be flown later that night from Heathrow airport to 'Ramsay Street' in Melbourne, Australia.

The challenge will take over 30 hours travelling time and, in the capable hands of pizza delivery expert Lucy Clough, the pizza will cover exactly 10,532 miles from order to delivery. Lucy was chosen from thousands of people working for the company and beat off all of the other finalists who included her own husband, Roger.

The record attempt should smash the existing record of 6,861 miles and is also aiming to raise much-needed cash for Make-A-Wish Foundation® UK, a charity supported by Peter Andre and Domino's Pizza in the UK. Make-A-Wish® is the largest wish-granting organisation in the world, which grants wishes to children aged 3 to 18 living with life-threatening illnesses.

Coincidentally, Peter will be waving off the pizza just days prior to the fourth series of "I'm A Celebrity..." which begins on 21st November.

For further information, please contact: Cassandra Jephcott at Cohn & Wolfe on 020 7331 5460/07718908868 or cassandra_jephcott@uk.cohnwolfe.com

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