



PRESS RELEASE

The Playhouse to Break World Record on Cinco De Mayo

Grand Rapids, MI: WSNX's Playhouse, the fastest growing morning show in the market, has coordinated with the Guinness Book Of World Records in order to break the current record for the largest simultaneous shot of Tequila on Cinco De Mayo of this year.

Working with The BOB and Jose Cuervo, WSNX has arranged to pay for all 1500 shots so the cost for West Michigan to be a part of history, would be nothing. No cover, no cost to do the shot, they just have to be 21 or older and have an interest in breaking a World Record.

The Playhouse has arranged for The BOB to open it's doors on May 5th and fill all four floors to capacity in order to crush the current record of 1300 people by having 1500 people do a single shot of Tequila at the same time.

"This kind of an event hasn't been done in this market and we saw an opportunity to do something cool and work with the perfect building, The BOB, to pull this off," Puddin of the Playhouse quipped when asked about 1500 people doing a shot of Tequila in a city that has grown a lot since he got here. "When we got here three years ago I wanted to do this stuff right away, but we knew the timing needed to be right and we think that now is that time."

Eric O'Brien, Program Director of WSNX, has been extremely excited about this opportunity. "I can't even wait. I mean 1500 of our closest friends being a part of history, how cool is that? We know it isn't knocking down the Berlin Wall or anything, but filling The BOB with 1500 people who like Tequila sounds like it might make more noise."

For more information on this event please contact Brett Altena (B-Side) using the contact information at the top of this Press Release.

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