

**FOR IMMEDIATE RELEASE**  
**JANUARY 2011**



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## **PRESS CALL**

**Time: 11am**  
**Date: Monday January 31**  
**Venue: Business Design Centre, Islington**

### **THE KING OF BUBBLES GOES FOR HIS OWN WORLD RECORD AT BUBBLE LONDON, THE UK'S MOST EXCITING KIDSWEAR SHOW.**

Bubble London, the UK's only standalone trade kidswear event is set to be the venue for a mind-blowing performance from Guinness World Record holder Samsam Bubbleman on Monday January 31, as the king of bubbles attempts to better his own Guinness World Record of blowing 49 bubbles inside a single giant bubble.

The country's go-to man for all things bubble related, Samsam will be putting on his show-stopping performance at 11am on 31 January in the mezzanine area of the Business Design Centre Islington, which for two days this month plays host to Bubble London, the UK's only standalone kidswear show and an essential date on the international kidswear calendar. Retailers, brands and the coolest kids in town will find their eyes popping out in amazement over the fantastic spectacle of Samsam's world-beating attempt, before being further entertained with a fun-filled routine featuring a variety of tricks and even a giant bubble that encases people.

Having previously performed for the likes of the Royal Family of Dubai, Ringo Starr, Peter Gabriel and Chelsea F.C. Samsam Bubbleman will be sure to make jaws drop with his record breaking skills. Make sure you visit [www.bubbleinc.co.uk](http://www.bubbleinc.co.uk) to discover the full spectrum of Samsam's talents.

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Running from 30-31 January Bubble London will be showcasing the brand new autumn/winter 2011 collections from over 250 of the hottest names in kids' fashion, along with an unbeatable selection of kids' footwear, accessories, furniture and gift ideas. For more details on this unmissable event go to [www.bubblelondon.com](http://www.bubblelondon.com).

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For more information please contact Louise Adu at [louise@bubblelondon.com](mailto:louise@bubblelondon.com) or call +44 (0) 1484 846069. Please visit us at [www.bubblelondon.com](http://www.bubblelondon.com) [www.bubblelondon.blogspot.com](http://www.bubblelondon.blogspot.com) [www.facebook.com/BubbleLondon](http://www.facebook.com/BubbleLondon)

**Editor's notes**

- Samsam Bubbleman currently holds 6 Guinness World Records including the most number of people (50) inside a bubble, the largest free floating bubble and the longest chain of bubbles (26).
- Other corporate clients include Sony, IBM, O2 and Madame Tussauds.
- Please visit [www.bubbleinc.co.uk](http://www.bubbleinc.co.uk) for more details on Samsam.
- To book Samsam for your event please call 0208 350 0362.