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Students will attempt to break world record for 'freeze dancing'

It's that time of year when Fresno State marketing students strategically aim to break [Guinness World Records](#) and the public is encouraged to help.

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One team of students is attempting a record this semester: the [World's Largest Game of Musical Statues](#), or [freeze dancing](#), at 1 p.m. Sunday, Dec. 8, at the Student Recreation Center (Shaw and Woodrow avenues west of the Save Mart Center).

It is expected to end about 4 p.m. pending participation response. The team seeks 1,100 people to break the [current record](#) set in Danone, Finland in 2010 with 1,079 participants. However, Fresno State's secondary goal is 1,501 because another group has reportedly submitted a claim for 1,500 but it's still pending review by Guinness, which is generally a six-week process from the time a claim is submitted.

Registration begins at noon for the free event that is open to the public. Participants must be at least 18 years old and present a valid identification card (driver's license or Fresno State ID). Teams of one to 10 people can be formed.

The students are enrolled in the "Strategic Marketing" class taught by Dr. William Rice of the Department of Management and Marketing in the Craig School of Business and are assigned to conduct major marketing campaigns as a senior project, such as the world record attempts. Another team this semester coordinated a business competition for their project. These student projects rely on donations and sponsorships and sometimes benefit a charitable cause.

The freeze dance team is supporting the [Toys for Tots](#) campaign on campus, the U.S. Marine Corps Reserve annual drive to collect toys to distribute to less fortunate children throughout the holidays. Guests are invited to bring a new, unwrapped toy to donate. At Fresno State, the drive is coordinated by the Student Veterans Organization and the Marine Corps League.

The team consists of Marketing majors Chelsea Moran of Visalia, Jacquelyn Jarvis of Fresno, Rebecca Comegys of Fresno, Sandip Roy of Calcutta, India and Sports Marketing major Tony Vernon of Sacramento.

Comegys says her team hopes to not only bring together Fresno State students during this fun experience, but the community as a whole during the holiday season.

"Freeze Dance is an event that is centered on dance, fun and competition," Comegys said. "Each person participating will have to dance and keep their body moving the

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entire time music is playing. When the music stops, everyone will have to instantly freeze and hold their position or they are disqualified."

Volunteer judges who deem a person is moving or not holding perfectly still when the music stops will tap the person on the shoulder and ask them to leave the dance floor, she explained. This process will continue until only one member from a team remains.

Having a greater number of people will increase the chances of winning since only one person from the team has to be remaining to win, Comegys said.

There will be a contest for best-dressed teams. Donated prizes such as gift cards to Starbucks, BJ's Restaurant and Brewhouse and Mulan Massage will be given away. The students raised funds for the project through Jambi Juice and are still accepting donations.

Parking is free on Sunday. For more information, visit www.facebook.com/fresnofreeze or contact Comegys, 559.433.5474.

University Communications news intern Ashlie Day contributed to this report.

By [Tom Uribes](#) | December 6th, 2013 | Categories: [PRESS RELEASES](#) | Tags: [event](#) | Comments Off

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