

Home » **Marketing students seek world record for freeze dance Dec. 8**[< Previous](#) [Next >](#)

Marketing students seek world record for freeze dance Dec. 8

Fresno State marketing students hope to break the Guinness World Record for the [world's largest game of musical statues, or freeze dance](#), from **noon-4 p.m. Sunday, Dec. 8**, at the Student Recreation Center (Shaw and Woodrow avenues west of the Save Mart Center). It's part of the "Strategic Marketing" class taught every semester by Dr. William Rice of the Department of Management and Marketing in the Craig School of Business. This fall, only one team is attempting to break a world record. **INFO:** Rebecca Comegys, 559.433.5474 or www.facebook.com/fresnofreeze. Full release to come.

By [Tom Uribes](#) | December 3rd, 2013 | Categories: [PRESS RELEASES](#) | [Comments Off](#)

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