



FOR IMMEDIATE RELEASE

The Portuguese Cultural Centre of Mississauga exceeds their **GUINNESS WORLD RECORDS™** Official Attempt registration target

Mississauga, ON (September 12, 2022) – Today, the Portuguese Cultural Centre of Mississauga (PCCM) announced registrations have far exceeded the 744 people required to break the **GUINNESS WORLD RECORDS™ (GWR)** Official Attempt for the Title of the Largest Portuguese Folk Dance on September 17th, 2022.

“With tremendous participation from Portuguese communities and folklore groups from across Ontario, Canada and beyond; we are set to make world history on September 17, 2022. As we approach the finish line, we continue to encourage more participants to join us so that Canada can hold on to the title as long as possible”. says, Jorge Mouselo, President, PCCM.

A wide mosaic of cultures will come together to break the current GWR Record, while raising awareness and funds, for those with physical and mental health limitations. Participants, community members and artists will be “**Dancing for those who can’t**”. Proceeds from the all day and all night on-air event, will support three local charities: Canadian Cancer Society, Community Living Mississauga, and Luso Charitable Society.

We invite the community to witness and participate in this highly anticipated family-friendly experience. Attendees will enjoy the sights and sounds of Portugal while learning more about Portuguese heritage and culture. Food and drinks will be available for purchase on-site and a 19+ area will offer beer and wine. The **GUINNESS WORLD RECORDS** Official Attempt is scheduled to take place at approximately 1 pm EST and afterwards, the night continues with a variety of artists and performers including:

- International Artist: Rui Bandeira
- Karma Band
- Reno Silva
- Rancho F. Praias De Portugal de Montréal
- Rancho F. Provincias e Ilhas de Hamilton
- Oshawa Portuguese Club
- Soul2Sole Latin Dance Company

GUINNESS WORLD RECORDS™ Official Attempt Planning Committee

Jorge Mouselo, President
Ricardo Santos, Vice-President
Angie Camara Sr.
Olga Aguiar
Andrew Da Camara
Nancy Vieira
Valerie Vieira Da Silva
Dani Araujo
Angie Camara Jr.
Isabel Palferro

The PCCM parking lots will be closed to accommodate the event and Official Attempt and there is limited parking available in surrounding parking lots. Car pooling and public transit is encouraged.

One final open dance practice will be held on PCCM grounds, Monday September 12, 2022 at 8:00 pm. Participants are taught step-by-step instructions on how to dance the “Vira” and can also access and [Instructional Dance Video](#) online. Registrations will be accepted at the open practice, all week and on-site but registering in advance is encouraged. [Please contact the PCCM to register](#) and **join us in celebration this Saturday!**

A big thank you to our major sponsors and community partners: MDC Media Group, ACS Productions, LiUNA OPDC, LiUNA Local 183 and the City of Mississauga. A special thank you to the planning committee at PCCM who have worked tirelessly to make this once-in-a-lifetime event happen.

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About PCCM

The Portuguese Cultural Centre of Mississauga (PCCM) was founded on February 26, 1974. Our Cultural Centre has proudly represented the Portuguese Community in Mississauga for over 40 years. We have over 500 active members and our facility runs on the hard work of our volunteers. There are over 40 volunteers that work tirelessly every week to ensure our Cultural Centre represents our community to the highest standards.

For more information or interview requests, please contact:

Andrew Da Camara

647-409-7304

Dani Araujo

647-779-7924

E-mail: media@pccmississauga.ca