



Sword Swallowers Set Records on World Sword Swallower's Day *22 Sword Swallowers Swallow over 138 Feet of Solid Steel!*

HARTSELLE, AL (March 3, 2010) – To celebrate World Sword Swallower's Day 2010, 22 brave and daring sword swallowers swallowed nearly 138 feet of solid steel at 10 Ripley's Believe It or Not! Odditoriums!

And according to all reports, all that steel went down the hatch without a scratch!

The 22, including four women, who performed this year, swallowed 84 swords in total, measuring 137.46 feet in length. It was one of the largest coordinated simultaneous gatherings of sword swallowers ever!

Highlights included:

- Red Stuart swallowed a record 52 swords at one time at the Ripley's Believe It or Not! Atlantic City
- George the Giant swallowed a 37-inch long sword at the Hollywood Believe It or Not!
- Dan Meyer swallowed a giant straight razor and hedge clippers at the Dallas Believe It or Not!
- Six swallowers, including two women, performed at the Times Square New York Believe It or Not!
- Travis Fessler swallowed a sword with cockroaches crawling around in his mouth at the Gatlinburg, TN Believe It or Not! Odditorium.
- Dai Andrews swallowed a sword with a record 120 degree curve at the Ripley's Believe It or Not Ocean City, MD
- Mike Harrison swallowed a sword that was driven down his throat by the discharge of a gun at the Orlando Believe It or Not!

“We sword swallowers enjoyed showing the world that sword swallowing is still a thriving and very viable entertainment choice today” said Dan Meyer, President of the Sword Swallowers Association International. “After 4000 years, audiences are still amazed at what sword swallowers can do with the human body!”

“The amazing success of today’s events proves that Ripley’s Believe It or Not! is indeed, the global authority on the weird, strange, bizarre and the UNBELIEVABLE,” said Tim O’Brien, VP Communications for Ripley Entertainment Inc. “Sword swallows and Ripley go way back to the very first Ripley’s Believe It or Not! Odditorium, set up at the Chicago World’s Fair in 1933. There, three performers, two of whom were ladies, mesmerized the huge crowds. Ripley’s has been home to sword swallows around the world ever since.”

World Sword Swallower’s Day, founded by Sword Swallows Association International and co-sponsored by Ripley’s Believe It or Not! is held each year on the last Saturday in February. Next year’s event will be held at Ripley’s Believe It or Not! Odditorums worldwide on Feb. 26, 2011. <http://www.swordswallow.org/issad/>

For downloadable photos, go to Ripley’s Newsroom at www.ripleysnewsroom.com

Media Contacts:

Dan Meyer
President
Sword Swallows Association International
615-969-2568
dan@swordswallow.com
<http://www.swordswallow.org>
<http://www.swordswallow.com>

Tim O’Brien
VP Communications
Ripley Entertainment Inc.
Office - 615-646-7465
Cell – 615-496-5949
Obrien@ripleys.com