

Press release
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Clean Burner Systems Bends Spoons for Magical World Record Success

Clean Burner Systems is celebrating an unusual success this week: the achievement of a world record magic trick in glamorous Las Vegas. Nearly 1000 spoons were transformed from an ordinary household item into a magic prop thanks to the Rugby-based company's metal manipulation skills.

The event took place at the famous Flamingo Hotel and Casino in Las Vegas, and was presented by TV psychologist Professor Richard Wiseman. The assembled group of 816 people simultaneously performed a trick known as 'spoon bending', seemingly twisting the metal with the merest touch. However, the secret of the trick lay in the specially-gimmicked spoons, which took Clean Burner Systems ten hours to prepare.

The record was performed with some of the world's greatest magicians, including James 'The Amazing' Randi, and Teller of magic duo Penn and Teller, who gave the audience a short lesson on spoon bending beforehand. The record was filmed for a viral video on YouTube as part of Prof Wiseman's 'Quirkology' series.

Clean Burner Systems is more used to manufacturing burners for the domestic fire market than preparing props, but when approached by world record organiser Tracy King, couldn't resist the chance to help make magical history.

Tracy, Managing Director of February Marketing, said, "the previous record for mass spoon-bending was twenty-one spoons, but we wanted something spectacular to beat it. The only way to achieve this was to have the spoons prepared, and fortunately Clean Burner Systems had the press shop and expertise to help us achieve that. As their marketing agency, we are more used to talking marketing than metal, but in this case it was the perfect performance partnership!

Paul Smith of Clean Burner Systems said "we were delighted to lend a hand for this fun and unique event. We had the expertise in metal manipulation and the resources, and everyone involved entered into the spirit of the thing. It was a real team effort and it's great to have a world record to our name".

A video of the event and more information including the science of spoon bending can be found at www.spoonscience.com.

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Photographs and video are available on request.

Editor's Notes

About Clean Burner Systems www.cleanburnersystems.com

Clean Burner Systems is a leading manufacturer of gas burners and components for domestic, commercial and industrial operations. Based in Rugby, CBS's operation includes a fully equipped press to supply formed metal products for use in diverse applications including gas fires, water heaters, cookers, warm air heaters, and infra-red burners.

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About February Marketing www.februarymarketing.com

February Marketing is a full-service marketing and PR agency which helps clients celebrate commercial and brand success through unique marketing initiatives. Specialising in digital and viral marketing, February Marketing has a growing portfolio of international clients including Lloyds TSB, Macmillan Publishing and Birmingham International Airport.

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