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## For Immediate Release

### Guinness World Record Launch at Lansdale Bike Night

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*Lansdale, PA – September 7, 2019 – Expedition athlete Michael Reid from Philadelphia, and video producer Yonatan Belik hailing from both Australia and Israel, are excited to embark on yet another world-record-breaking adventure, beginning with their official launch event at Lansdale Bike Night at 8:00pm on September 7th. Mayor Herbert will sign the official Guinness World Record documents to start the attempt.*



Project Create48, will see Mike and Belik traveling an estimated 9,000 miles over the course of 3 months crossing all 48 continental states to break the Guinness World Record for the “Longest journey on a 50cc scooter.” During this adventure they will be producing videos to share on Facebook, chronicling their experiences and exhibit to the world, the rich diversity this country and its people have to offer!

Mike, growing up in the United States and being exposed to the Guinness World Records from a young age, has always desired a spot within its pages. “I remember reading these Guinness World Records and seeing all these awesome achievements, I never imagined I would actually get the chance to be in the book,” says Mike. Belik, growing up in Israel, would read through the books amazed by the accomplishments of highly dedicated people. “I recall looking for Israeli record holders. I counted them on one hand, while biting the nail’s of the other, thinking which records I could break”. The two will be giving presentations and hosting events in select cities as they zigzag across the United States.

“People have often asked us why we are choosing to travel on 50cc Honda Ruckuses that have a max speed of 30mph,” says Belik. Due to this slow speed, what would take a standard motorcycle a few leisurely weeks, will take them almost 3 months. “We recognize how our fast paced lives cause us to focus on the destination rather than the journey so we’re choosing to slow down,” says Mike, “investing the time to immerse ourselves in our surroundings and avoid any chance of getting a speeding ticket”.

“We chose Lansdale Bike Night because of its family friendly atmosphere and commitment to both support and build the local community” says Belik. Lansdale Bike Night is organized by the Blue Comet Motorcycle Club, and is one of the largest one night bike events in the country.

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About Wheeling for the World: W4W is a collective of change-makers working together through the power of movement both to explore and inspire. Project Create48 will be their second Guinness World Record after last summer's “Greatest distance on a kick/push scooter in 24 hours” which they broke in Maine.