

A NEW GUINNESS WORLD RECORDS™ TITLE SET IN THE CAPITAL TODAY WITH HELP FROM REBECCA ADLINGTON

London, Thursday 22nd June 2017 - a new GUINNESS WORLD RECORDS™ title has been set for the *Most people on trampolines in one location* today at Haggerston Park, Hackney. Led by four-time Olympic medalist, Rebecca Adlington OBE, a **whopping 343 Londoners became GUINNESS WORLD RECORDS™** record breakers for bouncing non-stop for **5 minutes** on individual trampolines.

Hosted by INNOVO®, the GUINNESS WORLD RECORDS™ title has been set during Women in Sport Week to encourage women to get moving and live life to the full, which isn't always easy for everyone. Whether you're short of time, out of practice or one of the **1 in 3 ladies in London¹ who suffer from bladder weakness**, little 'wow' moments like bouncing on a trampoline with your children, strutting your stuff at Zumba or running through the park can really transform how you feel about life and yourself. Recent research shows that **59% of Londoners say feeling good on the inside is key to feeling good on the outside²** so it has never been so important to think about physical wellbeing as much as – or even more than – your appearance.

This week is also World Continence Week and INNOVO® has partnered with the World Federation of Incontinence Patients to raise awareness of issues related to bladder weakness, and break the silence, during this annual initiative.

Rebecca Adlington said: *"I am so passionate about helping and encouraging women to get moving and enjoy themselves by being as active as possible. **Nearly 20% of Londoners say they neglect their inner core health²**, which needs to change. As a mum, I know all about the strain pregnancy and labour can put on your pelvic floor muscles and the importance of maintaining or restoring these muscles to support your core strength fully, in order to keep active. INNOVO® is an easy, safe and non-invasive system to restore these muscles effectively in the comfort of your own home, so that you can be confident to get out there and create your own wow moments everyday, whether it's bouncing on a trampoline or just dancing around the kitchen at home!"*

INNOVO® is a non-invasive, clinically proven restoration system, which uses Innovotherapy to safely and effectively strengthen the muscles of the entire pelvic floor and enable women to overcome the physical and emotional effects of bladder weakness.

¹ Onepoll survey of 2,000 UK women aged 18-55

² 3GEM survey of UK women aged 18-60

#LiveForTheWow

INNOVO® retails at £249.

We also offer a pay by instalments option, with 6 monthly instalments of just £41.50.

INNOVO® is available to purchase online at www.restorethefloor.com as well as from selected **Lloyds Pharmacies** nationwide, and **John Bell & Croyden, London**.

For a full list of Stockists, visit www.restorethefloor.com/about-us/stockists-page

Download our free INNOVO® app that will support you over the 12 weeks programme - record your progress, set reminders, get tips from our experts and watch other people's stories. Available via the App Store and Google Play.

For more information please contact the INNOVO® Press Office on innovo@speedcomms.com or call **0117 973 1173**

About Atlantic Therapeutics: Atlantic Therapeutics develops professional and consumer medical devices, related software, apps and connected health technologies to treat all types of incontinence, sexual health dysfunctions, and other associated disorders by strengthening muscles and modulating nerves of the pelvic floor. INNOVO® from Atlantic Therapeutics is a unique, externally applied, patented CE device that delivers a safe, clinically effective and comfortable therapy to treat reversible clinical conditions associated with pelvic floor weakness in the comfort of the user's own home. Learn more at: www.restorethefloor.com

About GUINNESS WORLD RECORDS™: GUINNESS WORLD RECORDS (GWR) is the global authority on record-breaking achievement. First published in 1955, the iconic annual Guinness World Records books have sold over 136 million copies in over 20 languages and in more than 100 countries. Additionally, the Guinness World Records: Gamer's Edition, first published in 2007, has sold more than 4 million copies to date.

Guinness World Records' worldwide television programs reach over 750 million viewers annually, and more than 1.2 million people subscribe to the GWR YouTube channel, which enjoys more than 300 million views per year. The GWR website receives 14 million visitors annually, and we have over 11 million fans on Facebook.

The Guinness World Records commercial sales division provides bespoke consultancy services for some of the world's top brands and agencies to help place record breaking at the heart of their marketing campaigns, employee-engagement programs, and live and experiential events.