



To mark GWR's 70th birthday, we're throwing a party, starting off with a feast of retro features in the opening chapter that look back over our last seven decades. Of course, we're also highlighting the very best of record breaking from the past 12 months...

Guinness World Records 2025 marks 70 years of the publishing sensation that has now sold over 150 million copies! This new edition – fully revised and updated with 1,000-plus images – salutes our milestone while continuing the annual tradition of serving up thousands of awesome facts and feats for the whole family to enjoy.

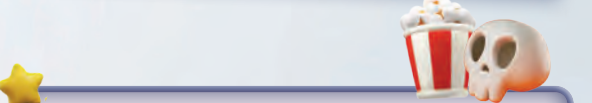
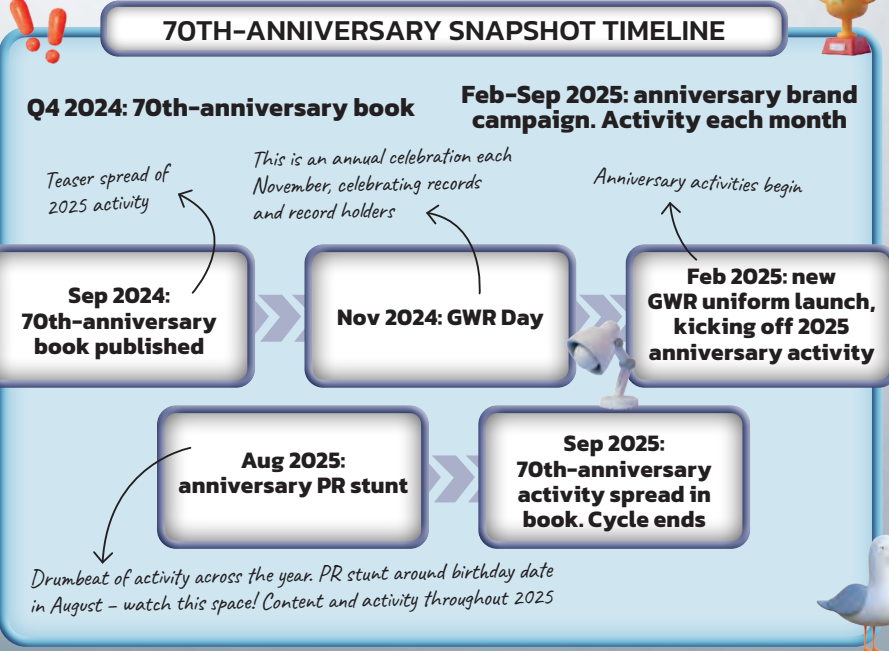
- We're celebrating our landmark year by bestowing platinum-grade ICON status on a select group of record breakers – including Taylor Swift and LeBron James – who epitomize what it means to be a Guinness World Records title holder.
- Poster-style Flashback features within each chapter explore the history of one key record category. We also speculate about the ultimate limits of record-breaking – for instance, will we ever see a sub-3-second Rubik's Cube solve?
- Look out for our *Dear GWR...* features throughout the book. We've delved into our archives to find some never-before-seen record applications that didn't quite make the cut. It's our affectionate tribute to human inventiveness – and the evergreen fascination with securing a hallowed GWR certificate!

CHAPTERS

- History of GWR
 - Natural World
 - Humankind
 - Recordmania
 - Explorers' Club
 - Science & Technology
 - Kids' Zone
 - Arts & Entertainment
 - Sports
- Special features:
- **ICONS**
 - **Young Achievers**
 - **Flashback**
 - **Dear GWR...**

LAUNCH DATE: SEPT. 10, 2024 (EN) / OCT. 8, 2024 (FR)	
LIST PRICE	CAN \$36.95
ISBN (ENGLISH)	978-1-913484-57-6
ISBN (FRENCH)	978-1-913484-58-3
ORDERS:	JAGUAR BOOK GROUP
Target audience	8–12-year-olds plus family audience
Format	228 x 304 mm (8.9 x 11.9 in)
Page count	256 pp
Photos	Fully illustrated, photos and illustrations

Cover art
 This year's exciting new cover design by 3D digital artist Chris Labrooy resonates with the latest addition to the Guinness World Records mission statement: to find the fun! Informed by his interest in twisting "familiar everyday things into new typographic and sculptural forms", Chris's lively artwork offers up an appetite-whetting taster for the chapters in *GWR 2025*. You'll spot references to the sporting world, engineering, exploration, gaming, and flora and fauna, among others, on this year's cover.



FEEDBACK & REVIEWS
Guinness World Records 2024 enjoyed five-star ratings from thousands of reviewers:

★★★★ **Tradition for Christmas**
 "Always a stellar book. Easy to read with lots of pictures. We have been buying these every year for years. Keeps the kids and adults entertained over the Christmas/New Year period. Highly recommend." (UK)

★★★★ **Every Christmas he asks for this book**
 "The little boy always asks for this book at Christmas hours and hours he has his nose in it great for spending time with him going through the book it's great." (UK)

★★★★ **Superb book for kids**
 "Covers loads and loads of amazing records, and all presented in an interesting and eye-catching way. My 10-year-old loves trawling through it looking for records he'd like to challenge one day, and the way the book is set out really captures his imagination." (UK)

★★★★ **Great mind candy**
 "I found earlier iterations fascinating 50 years ago, so I bought this one as a Christmas gift for our grandson. I've taken the opportunity to experience it myself, and I certainly liked the updated presentation." (USA)

★★★★ **A must-buy book every year**
 "I buy this book every year for my kids." (Canada)

