

FOR IMMEDIATE RELEASE

DINOSAUR FANS UNITE: JURASSIC JAMBOREE TAKES OVER DOWNTOWN DRUMHELLER FOR A GUINNESS WORLD RECORDS™ ATTEMPT

Drumheller, Alberta - March 14, 2024 - Get ready to stomp, roar, and make history as Travel Drumheller presents the Jurassic Jamboree, an exciting event set to attempt to break the **GUINNESS WORLD RECORDS** title for the ***Largest gathering of people dressed as dinosaurs***. On April 27, 2024, Downtown Drumheller will transform into a prehistoric paradise, welcoming dino-enthusiasts of all ages to join in this epic quest for greatness.

Imagine a sea of colorful scales, tails, and claws as dinosaur enthusiasts from across the globe come together to make history against the stunning backdrop of Drumheller's iconic landscapes. The Jurassic Jamboree promises an unforgettable experience filled with fun, excitement, and the chance to become a part of record-breaking history.

But that's not all - the festivities kick off on Friday, April 26, with a pre-party like no other! Join us at the plaza from 6:30pm-8:30pm for a night of games, activities, and live music by Calgary's own Redhead Mack Band.

On April 27, from 9am to 2pm, the heart of Downtown Drumheller will come alive with the Jurassic Jamboree. In addition to the **GUINNESS WORLD RECORDS** attempt, attendees can enjoy live music by Calgary-based sensation, The Accomplice, indulge in a delicious pancake breakfast, and dive into a world of activities and games that will transport them back in time to the era of the dinosaurs.

"Not only will attendees have the chance to be a part of a **GUINNESS WORLD RECORDS** attempt, but they'll also enjoy a day filled with entertainment, excitement, and the unique charm of Drumheller," says Keri Looijen, Marketing Manager of Travel Drumheller. "We are the Dinosaur Capital of the World already we just want to prove it with the **GUINNESS WORLD RECORDS** title."

The Jurassic Jamboree is a family-friendly event, welcoming dino-lovers of all ages to join in the fun. Whether you're a hardcore enthusiast, a casual admirer, or simply looking for a day of adventure, there's something for everyone at this larger-than-life celebration.

For more information and to stay updated on the latest news and announcements, visit [Event Website](#) or follow us on [Facebook](#), [Instagram](#), [TikTok](#).

Travel Drumheller is the Destination Marketing Organization for the region. Its role is to promote the region throughout Western Canada and the world.

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