



Sew What? Inc. It's not a question. It's the answer.™

## Theatrical Drapery Manufacturer Sew What? Inc. Takes to the Beach with The Guinness World Record's Worlds Largest Beach Towel



*Guinness Book of World Records™  
World's Largest Beach Towel*

**July 12, 2006**

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Rancho Dominguez, CA (PRWEB) July 12, 2006 -- For 55 years, Guinness World Records™ has adjudicated and published record-breaking events, from the largest attendance at a world soccer game to the fastest running humanoid robot. This month, Guinness World Records™ was present to record the unfolding of the World's Largest Beach Towel created by theatrical drape company Sew What? Inc as part of the Nabisco Toasted Chips "No Fry Zone" promotion.

It was only natural that Upstage Right (<http://www.upstageright.com/>) event producer, Steve Solomon, selected Sew What? Inc. to create the giant terrycloth towel for the record-breaking event.

Measuring in at an incredible 131 feet by 78 feet, the towel displayed giant graphics for sponsor Nabisco Toasted Chips. With over 1,200 yards of fabric and 7,300 feet of thread, the towel literally covered the sands on Hermosa's beach from strand to ocean.

"I have always had a fascination with the Guinness Book of World Records™," said Sew What? Inc. president Megan Duckett. "And being a part of a record-breaking event such as this has been very exciting. As the towel was unfurled further and further across the sand you could hear the onlookers saying "Wow!" It made all the work worthwhile!"

The innovative fabric manufacturer has become a staging standard in the Sewn Products world. Indeed Sting, Fleetwood Mac, Kid Rock, Dave Matthews Band and many others have performed in front of spectacular screens, stage drapes, theatrical curtains and fabric sculptures created by Sew What? Inc. ([http://www.sewwhatinc.com/portfolio\\_rock.php](http://www.sewwhatinc.com/portfolio_rock.php)) Rolling Stone Magazine even selected Sew What? Inc. to manufacture retro red drapes for the cover of their 1000th Anniversary Edition.

Committed to creativity, flexibility and customer service, Sew What? Inc. was recently named winner of the 2006 Small-Business Excellence Award program sponsored by Dell and the National Federation of Independent Business.

([http://www.sewwhatinc.com/about\\_press.php](http://www.sewwhatinc.com/about_press.php)) The firm, located in Rancho Dominguez, CA, is well-known for its dramatic theatrical drapes and fabrics used in major rock concerts, top fashion shows and other artistic staged venues. For information, contact Sew What? Inc. at (310) 639-6000 or visit [www.sewwhatinc.com](http://www.sewwhatinc.com).