

National Geographic Kids and Toyota Launch Effort to Build World's Largest Toilet-Paper-Roll Sculpture

Nat Geo Kids and Toyota Highlander invite kids of all ages to help them create the world's largest toilet-paper-roll sculpture – in the shape of a rocket! Now through May 5, Nat Geo Kids is accepting [toilet-paper-roll submissions](#) to build a rocket sculpture big enough to set a GUINNESS WORLD RECORDS title. Participants will have the chance to make history on May 31, when the upcycled sculpture will be unveiled and formally assessed by GUINNESS WORLD RECORDS adjudicators at Nat Geo headquarters in Washington, D.C. YouTube personality Hank Green, former U.S. Children's Poet Laureate J. Patrick Lewis and MLS soccer stars are among those who have already contributed their toilet-paper-roll tubes. The project, which, if successful, will mark Nat Geo Kids' 10th GUINNESS WORLD RECORDS title, aims to get kids and families excited about STEM, space and upcycling. "For this record, we wanted as many kids as possible to participate, so we're asking them to send in something they already have at home," explained Rachel Buchholz, VP and editor-in-chief of National Geographic Kids magazines and digital. "Nat Geo Kids has always tried to inspire kids to engage in 'out-of-this-world' exploration. That's why we thought that building a giant sculpture of a rocket, using toilet-paper-roll tubes we usually just throw away, would be a fun way to get conversations started about upcycling and space." Kids can go online to find out how to send in their own empty toilet-paper-roll tubes, [build their own model rocket](#), take fun space quizzes and explore more space-related content at [natgeokids.com/launch-party](#). The effort to set the record is sponsored by Toyota and in partnership with Girls Who Code, The Mars Generation, DIY, National Geographic Education, DreamUp, Life is Good and the California Science Center. All toilet-paper-roll tubes must be submitted by May 5 to be a part of the record attempt.

NATIONAL GEOGRAPHIC PARTNERS LLC National Geographic Partners LLC (NGP), a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivaled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 129 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers ... and reaching over 730 million people around the world in 172 countries and 43 languages every month as we do it. NGP returns 27 percent of our proceeds to the nonprofit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information, visit [natgeotv.com](#) or [nationalgeographic.com](#), or find us on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [YouTube](#), [LinkedIn](#) and [Pinterest](#).

MEDIA CONTACTS
Caitlin Holbrook National Geographic caitlin.holbrook@natgeo.com (202) 912-6714
Kimberly Harms Saatchi for Toyota kimberly.harms@saatchi.com (702) 234-9517