

BIG 92.7 FM's RJ Big Dheena Attempts for Guinness Book Of World Records

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Chennai, Tamilnadu, IND, 2008-08-19 11:37:08 (IndiaPRwire.com)

BIG 92.7 FM, emphasizing on its greater content offering and its 'Tamilian's Pride' celebration has now come out with a bigger announcement whereby the station will get its RJ, **BIG Dheena**, hosts 'BIG Vanakkam' show on **BIG 92.7 FM** to attempt for **Guinness Book of World Records**. As everyone in Chennai are aware that RJ BIG Dheena has successfully completed 92 hours and 7 minutes RJ marathon last August. This August he is taking a big leap and will attempt to break Guinness records by continuously RJing for more than 136 hours. It will be extremely a proud moment for all the Tamilians not only in Chennai but the entire globe as our own Tamil boy RJ BIG Dheena will start his attempt on 21st August 2008 by completing this record on the 26th August 2008.

Adhering to the Guinness Book of World Record's rules and regulations, BIG 92.7 FM has ensured all arrangements required like medical check up for RJ BIG Dheena which certifies him to attempt for the record. A team of medical practitioners will be present to constantly monitor RJ BIG Dheena's health. There will be witnesses present at BIG 92.7 FM studios who will constantly monitor RJ BIG Dheena's performance. As per the requirement, the attempt will be video graphed and a copy of the same will be sent to Guinness. Even the minutest details have been taken care of by BIG 92.7 FM.

This unusual Guinness attempt requires the Radio Jockey to have immense passion for Radio, given that it is a true endurance test. Such a marathon has never been attempted before in India and hence there are no learning's for RJ BIG Dheena to go by. Dheena has been preparing himself for this record both physically and mentally and has been undertaking several fitness, yoga and meditation classes to ensure the highest levels of patience, commitment and focus. These preparations along with prayers to the almighty should give him success.

BIG 92.7 FM has put together a greater on-air content, with RJ BIG Dheena interacting with celebrities, friends and fans who will be present at BIG 92.7 FM studios. In terms of on-ground connect, the station will get its other RJs like BIG Imsai Arasi, BIG Sangeetha and BIG Balaji to travel to different parts of Chennai and connect with the public and take their wishes towards the success of the event. RJs will also hold various on-ground contests to make things more interactive. BIG 92.7 FM will also carry out a signature campaign using its BIG Bus which will allow Chennaites to pass on their messages and wishes to Dheena. BIG 92.7 FM's website will broadcast live video of Dheena and the blogs and Podcast will carry regular updates on Dheena's performance.

Speaking about his Guinness attempt, **RJ BIG Dheena** said in a very jovial mood, 'I am excited and nervous, both at the same time. It is great that me and my listeners will be together throughout day and night giving company to each other. I know the wishes of the people of Chennai are with me and am all geared to complete the record'

Speaking about Dheena's attempt, **Mr. PB Ramaswamy, Cluster Director, BIG 92.7 FM,**

TamilNadu said, 'Dheena has become the most popular RJ in Chennai because of his sheer hard work, focus and dedication and I am sure that he will give all his attention and energy to attempt and succeed in breaking the record . We at BIG 92.7 FM are proud to have him with us and will all be here cheering for him with each passing hour. Given his passion and love for Radio, I think BIG 92.7 FM and Dheena are going to keep the listeners happy'

To know more about the Dheena's Guinness attempt, log on to www.big927fm.com or tune in to BIG 92.7 FM…

BIG 92.7 FM. Kekkalam Pesalam Life Kondadalam

'To be the first choice of listeners as we not only entertain but positively impact and transform their lives'

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BIG 92.7 FM, India's No. 1 FM Station and the Radio initiative from Adlabs Films Ltd., since the launch of its first Station in September 2006, has expanded at sturdy BIG and is poised to create history by successfully completing its goal for a pan India presence, spanning across 45 cities, 1000 towns and 50,000 villages to reach 200 million Indians across the length and breadth of the country. The Company has taken Radio as a medium of entertainment not only to the key metros, but also to virgin markets that have never before experienced this medium of entertainment and has already completed the same in 44 of the 45 targeted cities. In the first phase of its launches, BIG 92.7 FM set up Stations in the metros of Delhi, Hyderabad, Chennai, Kolkata, Bangalore and Mumbai. The second phase of launches has taken BIG 92.7 FM to several tier II towns at the end of which the total count will be taken to 45.

For more information, Please contact:

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