

**Press Release Information**  
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## Luas “pimps” Christmas Jumpers for World Record Attempt on Dec 4<sup>th</sup>

Luas has joined up with Dublin City Business Improvement District (BID) to break a world record for the most people wearing Christmas jumpers in one place on December 4th at 3.30pm on Dublin's South King Street. Aptly named 'Geansaí Nollaig Day', the event will see Christmas jumper wearers of all ages, shapes and sizes gather en masse to set the world record for the highest number of Christmas jumpers in the same place at the same time in aid of Barretstown.

In order to make your Geansaí Nollaig jump out from the crowd, Luas is providing frosty fabulous tips to pimp your jumper on the [Luas Facebook](#) page compliments of our Luas Style Spotter, Lorna Weightman.

On the day of the World Record Attempt, December 4th, Lorna will be on the look-out for the most stylish jumpers and will give free Luas day passes to those she thinks look extra festive.

“Get out your sewing kit, stencils and cotton balls and let's make the country proud on December 4th”, encourages Tom Manning Public Relations Manager for RPA.

Ends.