



## **Brain Hunt 2012, The Quest for Wonder Kids creates history with another 'Guinness World Record' for Dainik Bhaskar Group**

After the global success of Junior Editor 2011; Brain Hunt 2012 – a unique initiative by the Bhaskar Group to encourage and appreciate creativity and innovation amongst children and youth, has given the Group yet another reason to celebrate.

Following 'India Book of Records' and 'Limca Book of Records', 'Brain Hunt 2012- The Quest for Wonder Kidz!' has made its way to the prestigious 'Guinness World Record' as well to the record of 'Largest Writing Competition with 300,874 entries'. This is the 2nd consecutive 'Guinness World Record' conferred to Dainik Bhaskar Group in a duration of one year.

Brain Hunt 2012 was conducted at a national level across 12 states and 52 cities, to recognize creativity and out of box thinking, and was carried out under the banner of 'Bhaskar Champs Club' for students from standard 1 to 12 in 4 different categories.

Brain Hunt 2012 was a roller coaster ride of 16 mind boggling activities provided in a wonderfully crafted paperback workbook for visionary brains of our future. These activities were a potent mix of drawings, essay writing, letter writing, painting & sketching. It received an overwhelming response from 3000 schools with participation of more than 3 lakh students.

Basis the final check, more than 80,000 entries qualified for the competition. This activity and endeavor by the Bhaskar Group was driven by the desire and intention to involve children along with their families, providing them with a platform to showcase their imaginative thinking and unlock their potential.

The activity had questions that prodded children to think such as like 'What if 'Bapu' was alive today?', 'After a series of inventions like iPhone, iPad and iTunes, what's next and why?', 'What 10 things would you like to take with you on your journey to moon' and last but not the least, writing a letter to 'The President of India'; sharing the ideas about how can we make India even a better country?.

The journey which started with a mere idea full of creative twists and turns blossomed into spell bounding master pieces from the imagination of 6 to 16 years old children, giving a new dimension to every challenge on which they were tested and tried.

Vinay Maheshwari, Vice President- Sales and Market Development, Dainik Bhaskar Group said, "At Dainik Bhaskar group, we believe in the value of being novel. Readers will only invest their time if the content of the activity has the potential of providing desired enrichment. The level of participation in any such engagement depends on the level of interest and curiosity that it can generate. It is indeed a matter of great pride for us to be able to consistently innovate in order to meet the expectations of our readers".

### **Record Tally-**

Till date, Bhaskar Champs Club has successfully garnered 7 records in a duration of 2 years- 2 Guinness World Records, 2 Limca Book of Records and 3 India Book of Records.

The season 1 of Junior Editor 2011 has been duly featured in this year's edition of Limca Book of Records 2013, now available on stores.