

The Bidvest Group walk away with Guinness World Record for the second time

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The Bidvest Group were out in full force on Sunday August 14th when they attempted to reclaim their world crown for the largest charity walk which they narrowly conceded to Any Baby Can earlier this year.



In 2010, The Bidvest Group set the world record with an impressive 4458 participants, thereby smashing the 2009 record by 2555 walkers. The current Guinness Book of World Records for the Largest Charity Walk completed by a single corporation was set at the AT & T Centre in San Antonio, Texas on 16 April 2011 when 5441 people crossed the finish line, edging out The Bidvest Group's 2010 record by 983 people.

Just four months later and employees from Any Baby Can watched that title slip out of their hands because Bidvest employees were determined to set the benchmark. This year's 10km walk saw more than 24 000 Proudly Bidvest employees and their families starting the walk from Bidvest Wanderers Stadium, taking to streets of Corlett Drive, through Illovo and back to the Stadium for the final count.

For the Bidvest Group, it's not just about the Guinness World Record and bragging rights, but more importantly their contribution to charity. The Bidvest Group exceeded last year's total of R81 000 donated to the Hospice Witwatersrand charity by making a donation to the Reach for a Dream Foundation of R180 000.

"Last year's event was so spectacular that we decided to make this an annual event. We're an ambitious group of people that set out to rewrite the record books, raising money for charity as we enjoyed a sunny Sunday with our valued employees and their families," smiled Bidvest Chief Executive Brian Joffe.

Friends and family of the Bidvest Group employees were also invited to participate in the world record attempt and as the event came to a close, South African favourites Mango Groove took to the stage.

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