

## **Sassy Scrubs, ABC Family and Disney Take Part in a New World Record**

*Sassy Scrubs, manufacturer of custom medical and hospital scrubs, took part in a promotion with ABC Family and Disney, which was held in New York City's at The Pond in Bryant Park. This event set a new Guinness World Record for the largest gathering of "Santa's Elves" in one place.*

December 16, 2010 (FPRC) -- Custom uniform manufacturer, Sassy Scrubs, was pleasantly surprised to learn of the destination of a very unique order they received. The Upstate New York Company was even more surprised to learn that same order resulted in their participation in a new World Record.

The uniform company, Sassy Scrubs, makes custom scrubs uniforms for nurses, veterinarians and dentists, but they also offer children's play wear - miniature scrubs uniforms they call Kids Scrubs. Sassy Scrubs received a call from a marketing promotions company requesting a large quantity of Kids Scrubs Pants in the color Fireball Red. "The order was for Red Kids Scrubs pants in multiple sizes" states Company President Karen Bradley "and though curious, we did not know the reason for, or the destination of the order."

The mystery was soon solved when the promotional company finally shared that the Red Kids Scrubs were ordered by Disney to help promote their holiday film "Santa Baby 2: Christmas Maybe". Disney and the ABC Television Group staged a large gathering of "Santa's Elves" – dressed in the Sassy Scrubs' Red Pants, to help support and publicize the movie. To help draw in the record-breaking crowd, ABC and Disney offered prizes such as big screen TV's!

The successful promotion, held in New York City's at The Pond in Bryant Park, set a new Guinness World Record for the largest gathering of "Santa's Elves" in one place. Stars of the movie, Jenny McCarty and Dean McDermott were on-hand to rally over 250 "Elves" thereby clinching the New World Record. The official Elf costumes, of which Sassy Scrubs' pants were a part, were handed out to the participating "Elf" members in the crowd. The participating Elves were able to keep their "Elf Pants" as a memento of the occasion.

"It was very exciting to realize we were a part of history, especially for something this much fun" says Bradley. Diane Morgan, VP of Media Relations for ABC Family was thrilled with their Sassy Scrubs/Disney "Elf Pants" stating, "The outfits looked adorable – particularly on the kids."

### **Contact Information**

For more information contact Karen L Bradley of Sassy Scrubs (<http://www.sassyscrubs.com>)  
315-531-8013

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