

# "Blackish" Star Anthony Anderson Attempts to Break GUINNESS WORLD RECORDS™ Title at Topgolf

Anderson aimed to swing the longest useable golf club at 37 feet, 1 inch, for Topgolf's new original content episode, "Record Breakers"

DALLAS, Jan. 18, 2019 /PRNewswire/ -- Global sports entertainment leader [Topgolf](#)® launched its latest original video with a bang. The episode features [Anthony Anderson](#), star of ABC's hit show "Blackish," attempting to break the [GUINNESS WORLD RECORDS title](#) for the longest useable golf club.

See if he made it here: [https://www.youtube.com/watch?v=6fXY\\_pRc3rY](https://www.youtube.com/watch?v=6fXY_pRc3rY)

"Anthony is a competitive guy, so he is really committed to crushing this **GUINNESS WORLD RECORDS** title," said Topgolf Chief Marketing Officer [Brian Radics](#). "Topgolf had a blast working with Anthony, **GUINNESS WORLD RECORDS** and the rest of the team on this crazy attempt. We like to say that 'Big Hits Live at Topgolf,' so I'm expecting that this record will be a big hit with his fans."

Anderson performed the stunt in November at Topgolf Las Vegas with a **GUINNESS WORLD RECORDS** Adjudicator on site verifying the attempt. A successful shot had to be performed with the club, driving at least 25 meters (82 feet, 1/4 inch).

The episode, hosted by actor and comedian [Jareb Dauplaise](#), also features a behind-the-scenes segment starring the "What's Inside" YouTube channel hosts, who showcase how the unique club was made. In addition, "What's Inside" covered the event in a [unique video](#) produced for its channel. **GUINNESS WORLD RECORDS** also documented the stunt in its own video.

The *longest usable golf club* included a custom-made club head by Callaway and shaft by Fujikura. The 37-foot-1-inch club was made of specialized carbon fiber.

"Record Breakers" is original content for [Topgolf's YouTube channel](#) that will show off crazy, record-

breaking stunts. The episode is created and produced by [Liquid Light](#). "Record Breakers" adds to Topgolf's growing portfolio of hit original content, including "Who Will Rock You?" and "Topgolf Chef Showdown." Check out full episodes at [www.youtube.com/topgolf](http://www.youtube.com/topgolf).

### **About Guinness World Records**

GUINNESS WORLD RECORDS (GWR) is the global authority on record-breaking achievement. First published in 1955, the iconic annual Guinness World Records books have sold over 141 million copies in over 40 languages and in more than 100 countries. Additionally, the Guinness World Records: Gamer's Edition, first published in 2007, has sold more than 4 million copies to date.

Guinness World Records' worldwide television programmes reach over 750 million viewers annually and more than 3.7 million people subscribe to the GWR YouTube channel, which enjoys more than 328 million views per year. The GWR website receives over 20.5 million visitors annually, and we have over 15 million fans on Facebook.

The Guinness World Records commercial sales division provides customized consultancy services for some of the world's top brands and agencies to help place record breaking at the heart of their marketing campaigns, employee-engagement programmes, and live and experiential events.

### **About Topgolf**

Topgolf is a global sports entertainment community creating great times for all. With a worldwide fan base of nearly 100 million, Topgolf prides itself on its special blend of technology, entertainment, food and beverage and the inherent good that can be accomplished when a community of all walks of life comes together.

The first brand expression of this togetherness is a Topgolf venue. These multi-level complexes feature high-tech golf balls and gaming, climate-controlled hitting bays, renowned menu, hand-crafted cocktails, events, music and more. The 48 U.S. venues, along with four international venues, entertain more than 17 million Guests annually.

Beyond the venues, Topgolf fits seamlessly into the lives of our engaged community with emerging brands such as Topgolf Swing Suite, a luxury simulator experience; Toptracer, real-time tracking as seen on TV; Toptracer Range, bringing the tracing technology to driving ranges around the world; and WGT, the world's largest digital golf audience. As a growing lifestyle brand, Topgolf is discovering new ways to engage and delight our Guests through original content series, pop up social experiences like Topgolf Crush, and even through building music venues like The Cowan in Nashville.

To learn more and join the fun, follow @Topgolf or visit [www.topgolf.com](http://www.topgolf.com).

### **Media Contacts:**

Morgan Schaaf

Communications Manager, Topgolf

Ph: (214) 501-5025

E-mail: [press@topgolf.com](mailto:press@topgolf.com)

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