



FOR IMMEDIATE RELEASE

## **Incredible Attempt at Guinness World Record Happening in Detroit**

July 8, 2015

**Detroit, MI** – On July 18, an attempt at a Guinness World Record for the Largest Chain Reaction Machine – called Zeal Credit Union’s Incredible Science Machine– will take place at the Michigan Science Center (MiSci) in front of a live audience. This event will be filmed for the Discovery Channel show, “Daily Planet.”

[Zeal Credit Union’s Incredible Science Machine](#) will feature more than half a million objects, about 200,000 dominoes and thousands of other common items in a single display of the largest Rube Goldberg machine ever. The chain reaction will be sprawled out across a 5,000 square foot space and is expected to take approximately 30 minutes to complete, with the attempt kicking off at 3 p.m.

More than 15 builders from around the world will create the Incredible Science Machine throughout the week of July 13, with Canton native and Michigan State University student, Steve Price, leading the project. Price and his chain reaction machines have been featured on national television shows such as “The Rachael Ray Show” and “America’s Got Talent.”

“When we originally heard about this attempt to break the record, we believed it fell directly in line with one of our guiding principles at the credit union, following your passion! We knew we needed to support these builders in any way we could.” Said Lisa Fawcett, Vice President at Zeal Credit Union. “As the credit union for hard Working Americans, Zeal understands the hard work and passion required to pursue a dream of this magnitude and we are just happy we could be part of it.”

In addition, the Incredible Science Machine builders will share their experiences and passions with MiSci guests in the Toyota Engineering Theater at 11 a.m. and 1 p.m. July 14-17, giving attendees the unique chance to meet these experts in person.

“We can’t think of a more appropriate place to carry out this attempt at a Guinness World Record,” said Tonya Matthews, President and CEO of the Michigan Science Center. “As the science, technology, engineering and math hub of Michigan, we are consistently looking for unique opportunities to bring in bright minds that will spark an interest in this great field and we hope this chain reaction leaves a lasting impression.”

Tickets to view the machine’s launch, which will take place on the fourth floor of MiSci, are limited to 200 attendees. More information about this event is available at [IncredibleScienceMachine.com](http://IncredibleScienceMachine.com).



Currently, the Guinness World Record was set in 2012 by the Purdue Society of Professional Engineers, Rube Goldberg Team. Their machine consisted of 300 different steps and lasted just under two minutes.

### **About Zeal Credit Union**

Zeal Credit Union is the credit union for hard working Americans! Zeal is built on a foundation of character, empathy and passion. The credit union understands Hard Working Americans because they are run by Hard Working Americans. Originally founded in 1954, Zeal has more than 61,000 members and 11 full service locations throughout Metro Detroit and their assets now exceed \$513 million.

For more information please visit: [www.zealcreditunion.org](http://www.zealcreditunion.org)

### **About the Michigan Science Center**

The Michigan Science Center is a hands-on museum that inspires children and their families to discover, explore and appreciate science, technology, engineering and math (STEM) in a creative, dynamic learning environment. The Science Center features five theaters, including Michigan's largest screen at the Chrysler IMAX® *Dome* Theatre; the Dassault Systèmes Planetarium; the Toyota Engineering Theater; the DTE Energy Sparks Theater; the Chrysler Science Stage; a 9,800 square-foot Traveling Science Hall for special exhibits; hands-on exhibit galleries focusing on space, life and physical science; Kids Town just for pint-size scientists; along with, education and outreach programs.

For more information, please call 313.577.8400 or visit the website, [www.Mi-Sci.org](http://www.Mi-Sci.org).

### **Media Contacts:**

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