

FOR IMMEDIATE RELEASE

CONTACT: Shawn Bray  
SBray Productions, LLC  
727.637.1663  
shawn@sbray.com  
<http://heyheyampabay.jeffarthur.com>



Our Main Sponsor:  
**myxer**  
Go with it



October 14, 2009

## WORLD RECORD ATTEMPT to BENEFIT LUPUS FOUNDATION *Most Cell Phones Ringing at the Same Time Playing the Same Ringtone*

November 8, 2009, at Raymond James Stadium in Tampa, FL, the ringtone of “Hey, Hey Tampa Bay!” – the Original Bucs Fight Song, will be used in a new Guinness World Records™ attempt for the most cell phones ringing simultaneously while also playing the same ringtone. Those interested in being participants are required to register online, and follow the instructions. Anyone may download the ringtone for *free* by texting Myxer Code: “JEFFARTHUR2” to 69937. Donate to the Lupus Foundation of America (LFA) Greater Florida Chapter by texting Myxer Code: “HEYHEY2” to 69937. The cost is \$1.99 for the donation. Visit the official web site: <http://heyheyampabay.jeffarthur.com> for details. All ringtone download funds collected by SBray Productions, LLC before November 8th benefit LFA Greater Florida Chapter, Inc.

Guinness World Records™ had this to say about the application, “. . .your proposal for the record of Most cell phones ringing at the same time (with the same ring tone)... is a very interesting proposal... it is only a matter of minimums. Our Records Management Team is currently studying this point to see how many people would be needed to set a world record” – C. Martinez (Guinness World Records™ Adjudications Manager)

2009 marks the 30<sup>th</sup> Anniversary of “Hey, Hey Tampa Bay!” – The Original Bucs Fight Song, written by Jeff Arthur. Arthur, also known as ‘King of the Jingle’, for his work on such jingles as, “Make It a Blockbuster Night” and Burger King’s “Original Home of the Whopper”, wrote “Hey, Hey Tampa Bay!” back in 1979. Arthur’s Original Bucs Fight Song took over the Tampa Bay airwaves that fall, and is now synonymous with the 1979 Tampa Bay Buccaneers and their NFC Championship Title. Arthur is jokingly credited with teaching Tampa Bay how to spell Buccaneers. B-U-C-C-A-N-E-E-R-S! Those are the opening lyrics.

August 21, 2009, Arthur signed a license to allow the Buccaneers to play “Hey, Hey Tampa Bay!” at Raymond James Stadium during the ‘Throwback Game’ on November 8th. A video with lyrics and nostalgic audio and images is posted on the official web site so fans can learn the lyrics and sing along at the stadium. Fans are encouraged to download the full song for free and use it to create their own ‘Throwback Game’ video. Video contests before and after the ‘Throwback Game’ give fans a chance to share their vintage ‘Orange and Whites’ - photos and videos from the past (1979) and the present (2009).

Champps Americana Restaurant and Bar at International Plaza hosts an official “Hey, Hey Tampa Bay!” party on October 25<sup>th</sup> at 1PM during the ‘Game across the Pond’ against the New England Patriots, being played in London. Ferg’s Sports Bar in St. Pete hosts a pre-game party November 7, with contests and prizes from Bucs Heaven. Coordinators have combined efforts with Tolley’s Hollywood Night at The Venue in Clearwater, to throw a post-game party following the ‘Throwback Game’ – November 8<sup>th</sup> at 5:30PM, to benefit the Lupus Foundation. For details on these parties and others proposed at Bucs Heaven and a pre-game tailgate party at the stadium, see the official web site <http://heyheyampabay.jeffarthur.com>.

CD copies of the song with lyrics and instructions for downloading the ringtone may be made available at select partner businesses throughout the Tampa Bay area. The idea is to drive traffic to partner businesses and allow everyone time to practice and be ready for the ‘Throwback Game’ and the Guinness World Record attempt on November 8th. Official sponsors include, Myxer, Bright House Networks, Authentic Team Merchandise (Bucs Heaven), Champps Americana, Ferg’s Sports Bar and The Venue. Businesses interested in becoming an official partner should contact: Shawn Bray at 727.637.1663.

Jeff Arthur Productions is a professional audio recording studio located in Clearwater, FL specializing in jingles for more than 30 years. SBray Productions, owned and operated by Shawn Bray, is a Largo-based event management and promotions company, producing popular events, like a Magical Night of Entertainment with Radio Disney at Chasco Fiesta and Dance Junkeez with B5, since 1997. Bray also works with up-and-coming musical artists like Tampa Bay’s very own Suite Caroline.  
###