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Something New Founder Announces Guinness World Record Attempt

Venice Beach, CA – Sean Jordan, the founder of [Something New](#), has announced the intent to break a Guinness World Record. Jordan will host, and scores of event goers will participate in the attempt, which will be held at Something New's next pop-up event in Venice Beach.

As is done with all Something New experiences, the organizer will wait until participants arrive at the venue to reveal the nature of the main event – in this case, the world record that will be attempted. “We like to keep our experiences a mystery so the decision is easy for people: do you want to try something new, or not?” Jordan said.

The April 27 event will be the latest in a line of mystery experiences by Something New. Recent mystery experiences have included AI-Q! The Game Show, a Putt-Putt Playoff, and a Pinata Puzzle. (Full gallery [here](#).)

Jordan has been preparing for this attempt for more than 6 months. His application was accepted by Guinness World Records on January 5, 2024.

The ages-21+ event will be held at 2pm on April 27 at Zeno Space, a pop-up event venue in Venice Beach, CA.

Event entry is free, though capacity is very limited. Interested parties can indicate interest by RSVPing at www.somethingnew.rsvp and await confirmation. More event details are available [here](#).

About Something New:

Established in 2023 and operating since January 2024, Something New is a pop-up event series that designs & hosts brand-new social experiences for adults in Los Angeles.

At Something New, we believe that new experiences make us happy. They make us grow. They make us who we are! That's why *we make* new experiences here at Something New. And that's why our mission is to share new experiences with the world.

Today, we achieve that mission through a flagship series of pop-up events in westside Los Angeles. Each and every month, we bring you brand-new social experiences that are designed to offer a little mystery, a lot of novelty, and a ton of fun. Find out more [online](#), in our [gallery](#), or on [Instagram](#).