

EVENTS

Montblanc asks consumers to give peace a chance through charity partnership

October 5, 2015



Photo from John Lennon Educational Tour Bus event in Queens

By STAFF REPORTS

Germany's Montblanc is placing itself at the center of history through a partnership with the John Lennon Educational Tour Bus for its "Imagine Peace" event.

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On Oct. 6, the charity organization is working with the city of New York and the mayor's office to attempt to break the Guinness World Record for the largest peace sign with a gathering in Central Park. If achieved, Montblanc as a sponsor will be immortalized for its part in the initiative.

Making peace

Montblanc promoted its participation in Imagine Peace through social media.

A video to the tune of John Lennon's "Give Peace a Chance" introduces the concept, showing groups of people forming peace signs as a collective unit.

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Imagine Peace! Join Yoko Ono and the Montblanc John Lennon Educational Tour Bus on October 6th at the Central Park, New...

Posted by **Montblanc** on **Friday, October 2, 2015**

On Oct. 6, the record for largest human peace sign is being challenged. Consumers can register on Eventbrite to participate, but this does not guarantee entry, as only the first 10,000 arrivals will be let in.

Once at the venue, participants will be arranged in the shape of a peace sign and an aerial photo will be taken at 12:30 p.m., commemorating the event. In addition to Montblanc, the event is being presented by Canon, Juniper Networks, Eventbrite, FlyNYON, iHeart Radio, New York City Department of Education, New York City Parks and Baked By Melissa.

While free, a donation is suggested during the registration process. The John Lennon Education Tour Bus is a nonprofit that drives a mobile audio and video recording studio around the country giving hands-on experiences to people of all ages.

Other brands have looked to stand out from the crowd with record-breaking feats.

For instance, British fashion label Thomas Pink dressed guests at a black-tie dinner party in an unexpected location.

Thomas Pink announced on its social media accounts that the brand would be dressing a team of climbers ascending Everest to break the world record for hosting the highest black-tie dinner party. The humorous nature of the record likely helped Thomas Pink stay top of mind given its involvement ([see story](#)).

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