



THE ROYAL SCOTTISH COUNTRY DANCE SOCIETY
TORONTO BRANCH

THE



REPORT

*****THE SAGA*****

OF A

512 - SOME

Betty Brannen

ONCE UPON A TIME.....

When the Executive of the TORONTO BRANCH first seriously considered the possibility of staging the 512-SOME, several factors were reviewed:

- a) we had been challenged
- b) there were sufficient members in the TORONTO BRANCH on which to draw
- c) it was an event perceived to broaden the BRANCH esprit de corp
- d) an excellent publicity tool
- e) the activity and BRANCH would receive a great deal of public exposure
- f) all Social Groups would be able to build on the impetus created
- g)and the time seemed right for the BRANCH to undertake a project of this magnitude.

In May 1990 a 512-SOME COMMITTEE was struck:

CHAIRMAN: Esther M. Goodfellow
CHOREOGRAPHER: John Christie
REHEARSALS: Andrew Collins
CEILIDH: Bob Blackie and Robin Wood
EX-OFFICIO: Douglas Smith - Treasurer
Vi and Frank Knight - Volunteers
Sandra Binns-Johnstone - Spares

There were three 'official' meetings, many 'unofficial' tete-a-tetes and hundreds of uncounted phone calls, interrupted meal hours, late night and early morning teleconferencing. To the members of this Committee my sincerest heartfelt thanks for their co-operation, enthusiasm, willingness to follow through on assignments, and for their forbearance with some of my 'pie-in-the-sky' schemes.

There is no question that this group, jointly, made the 512-SOME dream become a reality.

V E N U E

When considering a venue in which to stage the 512-SOME, several points had to be kept in mind.

Paramount was the surface space required, and that need made locations limited. Coupled with the fact that the actual presentation time was only to be 7 minutes in length, it seemed prudent to connect ourselves with a previously conceived event , e.g. Metro Toronto Police Games, 48th Highlander 100 Anniversary, Highland Games etc.

To this end, Varsity Stadium, the Skydome, Woodbine Racetrack and the Canadian National Exhibition were all contacted regarding our proposal. Only the C.N.E. responded positively.

Negotiations with the General Manager and Entertainment Co-ordinator of the C.N.E. began in June 1990 and their initial idea was to mount a military tattoo-type presentation around our event. As time went on, it became clear that this idea was out of the question because of cost and administration problems. However, eventually they stated that our 'slot' would be with the Warriors' Day parade which was scheduled for August 17, 1991.

Our request for rehearsal space at the Grandstand, and the laying of the astro turf for the actual performance was confirmed shortly after the first meeting. Four mass rehearsals were to be held on June 19th, 26th, and August 7th and 11th and details for those events are to be found elsewhere in this report. Our request for astro turf became a financial consideration for the C.N.E. and since it costs \$8,000.00 to lay the carpetting - we danced on 164,000 sq. ft. of asphalt!

At the end of April 1991 the Warriors' Council, who were responsible for the organization of the parade and march past had not been advised by the C.N.E. of our inclusion in their programme. A hastily called meeting with representatives of the Council rectified that situation and then all systems were GO. It was my distinct impression that, from the initial meeting with the C.N.E. management that our proposal was not taken seriously, and they felt, given time, we would fall by the wayside and go away. We didn't!

My sincerest thanks to Cathy Gillies, Entertainment Co-ordinator for her support and diligent efforts to smooth the way for us.

S P O N S O R

In August 1990, the following companies were contacted with a view to obtaining an official sponsor for the 512-SOME:

<u>COMPANY</u>	<u>PRODUCT</u>
Sainsbury and Company	Grouse Whisky
Joseph E. Seagram and Sons Ltd.	Glenlivet
Hiram Walker	Ballantine and Drambuie
McGuinness Mara	Glavya, Teacher's, Stewarts
Pieter Mielzynsky Agency	Grants, Glenfiddich
United Distillers	Cardhu, Bells, Dalwhinnie
	Dewars
A. F. Vigeux and Sons Limited	Haig and Haig
Shenley Canada	Glengarry
Martin Lacey International Agency	McKinley
Charton-Hobbs Inc.,	Cutty Sark
Imported Beer Company	
Upper Canada Brewing Company	
Royal Bank of Scotland	
Richardsons Tartan Shop	

Follow up contacts were made with most of the above, and by mid October it became evident that Charton-Hobbs Inc., who distributed Cutty Sark were interested in sponsoring our event. They hosted the January 1991 Executive meeting of the TORONTO BRANCH and a commitment of 'working together' was received at that time. Written proposals went back and forth until late May, when Charton-Hobbs backed out of the entire project. This was a devastating blow to the Committee, so close to presentation day and by that time several financial commitments had been made on our part.

At this juncture of the planning process, it was decided to look at some fund raising projects and they are detailed elsewhere in this report. As well, a re-appeal went out to all of the above companies and several new ones were added to the list:

Barclays Bank	City of Toronto
Municipality of Metropolitan Toronto	Country Style Doughnuts
Fuji Film	The Macdonald Stewart Foundation - Montreal

Petro Canada
Highland Transport
Ministry of Tourism and Recreation
Bank of Nova Scotia
Bank of Montreal

The St. Andrew's Society
Ministry of Immigration
Optimists of Etobicoke
Wintario
Rickaby's -Bowmanville

The end result was - no official sponsor - but several financial supporters:

St. Andrew's Society - Toronto	\$1,000.00
Etobicoke Optimists	700.00
Municipality of Metropolitan Toronto	2,500.00
John Baird Scottish Baker	100.00 (SEE CEILIDH)
Old Mill Limited	1,000.00 (SEE PUBLICITY)

For this support we were most thankful!

Several interesting and re-occurring questions were asked during the 'sponsor-seeking' process:

- i) 'Never heard of your group before. Who are you?'
- ii) where the prospective sponsor asked for and received a copy of our financial statement, the question was 'You seem to have a healthy bank balance. Why do you need money?'

FUND RAISING

With the loss of our sponsor, at the end of May 1991, it became mandatory to try and raise some funds elsewhere. Three projects were organized:

BOOK SALE:

A letter to George MacDonald Fraser, author of the book THE GENERAL DANCED AT DAWN, prompted a call from his Canadian publishers, Harper Collins. They offered us 1500 copies of the book at a cost of \$2.39 + tax on the understanding that unsold books could be returned. The Committee decided to accept this offer and sell the books for \$6.00 each. The books were offered first to our participants and then sold at the C.N.E. following our performance. The C.N.E. waived their normal 33% concession fee, once it had been explained to them about the loss of our sponsor.

Cathy White deserves full credit for organizing every aspect of the book sale. 243 books were sold and \$1,069.20 realized. We retained 157 books for sale at a later date.

T-SHIRTS:

A proposal was submitted by Maureen Pitkethly, of the Scarborough Group, to prepare 512-SOME t-shirts for sale. After two meetings a design and financial arrangements were finalized and the shirts were sold for \$10.00 each with \$2.10 being retained by the BRANCH.

This project raised \$527.00.

24 unsold shirts have been given to the BRANCH and we will retain the entire \$10.00.

VIDEO TAPE:

A 'once in a lifetime' event for the TORONTO BRANCH had to be recorded for posterity and since all appeals to the membership for a volunteer 'camera buff' failed, a search was launched to find a commercial firm to prepare a video tape.

12 firms were contacted and quotes received from six. Flashback Productions was awarded the job, and following three meetings with this group an acceptable script was produced and financial arrangements agreed upon. Two pre-shoot meetings finalized the script and prop requirements.

The cost of producing a 30 minute video to master tape level was \$1,195.00.

Flashbacks quote for dubbing the necessary copies of the video were a bit beyond our budget, so another method of dubbing had to be found. This was done, and the video was offered V.H.S. for both North American and International standards. \$15.00 for North American and \$25.00 for International.

Complimentary copies of the finished product were sent to:

R.S.C.D.S. Headquarters - Edinburgh

Guinness Book of Records

George MacDonald Fraser

To date, 170 North American and 20 International tapes have been ordered.

CHOREOGRAPHY - FIELD FORMATION - MUSIC

This whole area was handled most expertly by John Christie of Scarborough and to him goes the credit and gratitude of all involved. His vision, and ability to 'put it all together' were remarkable.

The dance was the basic eightsome reel with a few modifications and these were demonstrated and explained at two TORONTO BRANCH monthly dances in March and April 1991. It was then up to the individual Social Groups to rehearse on their own.

FIELD FORMATION:

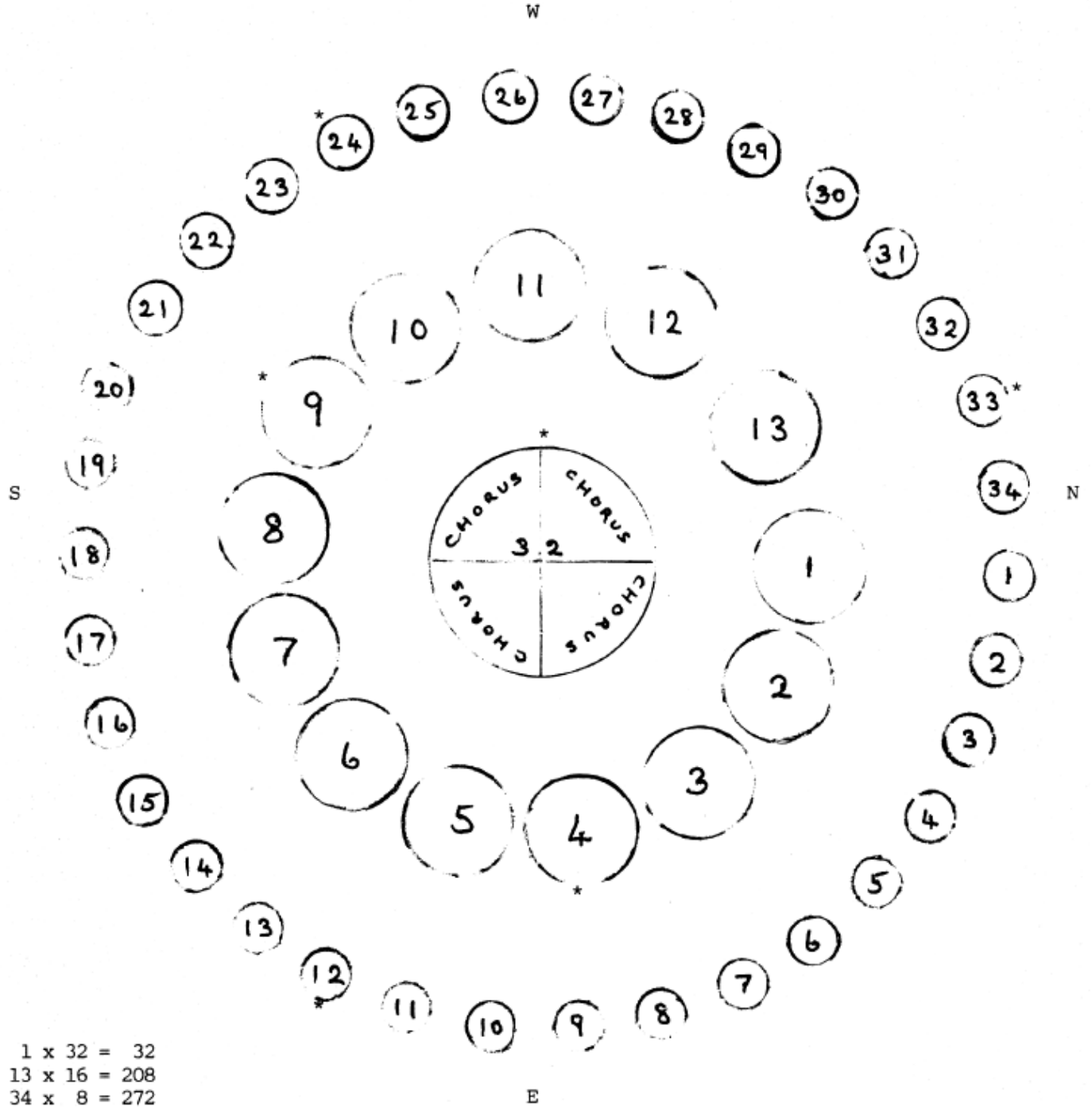
A copy of the field layout is included with this report. It's basic design was that of three large circles - the core circle being a 32-some; the inner circle made up of 13 sets of 16-somes and the outer circle comprising 34 sets of 8.

MUSIC:

The music for the presentation was Captain Cameron's March and once the piece had been chosen it was recorded by Bobby Brown and the Scottish Accent. The pre-taped music was available for each of the mass rehearsals and was used on presentation day - once a functioning tape recorder was located!

FIELD FORMATION FOR 512-SOME

NOTE: Top of set (*) is on the outside of circles for 8 and 16 some reels.



$1 \times 32 = 32$
 $13 \times 16 = 208$
 $34 \times 8 = 272$
TOTAL = 512



512-SOME UPDATE

As you will see from the barometer this month we only have 104 more dancers to sign up and we will have attained our goal. We're on the home stretch now! Since last month we have had a team + sign up from Buffalo and Vancouver and one of our former Toronto Branch dancers is returning from New Zealand just to dance in the 512-SOME.

FIELD PLAN

On the reverse side of this insert you will find a diagram of the set up for the Grandstand at the Canadian National Exhibition.

- the centre circle will be a 32-SOME done by the Erin Mills Group
- the inner circle will be for Groups who have registered 16 or more dancers doing 16-SOMES
- and the outer circle will be for all other Groups and individuals and they will be doing 8-SOMES.

The three circles are symbolic as they represent the three circles of Friendship graphically depicted on the Toronto Branch logo.

We hope to have a blown up version of the field plan available at the A.G.M. with Social Group designations marked thereon.

DANCE

John Christie reminds us that the only change is in the eightsome reel. The person in the middle, while the set circles and back, will set 4 bars turning to their left and 4 bars turning to their right. For those who attended the March monthly dance and participated in the first run through of the 512-SOME dance, you will now realize that it is an energetic dance and to do it straight through demands a certain level of physical fitness. To all 'committed' dancers - be mindful of that fact! John will put us through our paces again at the April monthly dance.

CORP OF 'GO-FORS'

We are looking for a corp of volunteers who, although not able to dance, would like to get involved with the 512-SOME. Helping hands will be needed at rehearsals and on the day of performance to carry out easy, but important tasks. Serving cold drinks at rehearsals; guarding shoes, coats, handbags etc; marshalling - just to mention a few. If your spouse/partner is dancing and you're not - VOLUNTEER, or if you simply want to help ensure the success of the 512-SOME - VOLUNTEER! All volunteers will be entitled to come to the Victory Ceilidh. Vi and Frank Knight have graciously consented to co-ordinate our Corp of Volunteers so if you can help, please call them at 759-5244 and VOLUNTEER!

DANCERS - SPARES - VOLUNTEERS

The first appeal for dancers was issued in the October 1990 BRANCH Newsletter and by April 28, 1991 there were 512 registered dancers and 37 spares. More spares came later and some eventually became permanent dancers filling spots vacated because of illness, change of holiday plans, etc.

All dancers and spares were given 512-SOME buttons to show that they had indeed committed themselves to dancing the 512-SOME.

Without this stalwart group of dancers the 512-SOME could not have been performed. Their readiness to sign up; make a commitment; rehearse under difficulties; travel many miles for rehearsals; concentrate their efforts to 'get it right'; and their enthusiasm for the entire event, made it all happen. Truly a dedicated group of scottish country dancers.

Those Groups participating were:

A.S.T.A.; Bloorlea; Brampton; Buffalo N.Y.; Calvin; Don Mills; Erin Mills; Fallingbrook; Glenview; Hamilton; Hillcrest; Kitchener/Waterloo; London; Mississauga; Newtonbrook; St. Catharines; St. George's; Scarborough; Tayside, Trinity; Unionville; Vancouver; Weston; and York.

Individual dancers came from:

California (2); England (2); New Zealand (1); Virginia (1); and Winnipeg (3).

SPARES:

"They also serve who only stand and wait" and this truly applied to our spares for the 512-SOME. They attended rehearsals and came on presentation day dressed, and ready to fill in, if and when required. For the presentation, our spares were placed around the field in groups of three. Should a replacement be required three went in, one stayed and continued the dance while the other two assisted their 'fallen comrade' off of the field.

A total of 37 spares were ably managed by Sandra Binns-Johnstone.

VOLUNTEERS:

31 members, spouse and families, who although unable to dance, still wanted to become involved, made up our Corp of Volunteers. Headed up by Vi and Frank Knight, they were assigned security duties; serving refreshments; distributing instruction sheets and video order forms; helping with the book and t-shirt sales; handing out pamphlets; assisting at the Ceilidh; and general running, fetching and carrying jobs.

Thanks, to yet another conscientious hard working group of people.

REHEARSALS

There were four scheduled mass rehearsals held Wednesday, JUNE 19th, and 26th and AUGUST 7th, and Sunday, AUGUST 11th all under the direction of John Christie and Andrew Collins.

Marshaling duties were performed by: WEST END: Sandra Binns-Johnstone
John Middleton
Rod Nicoll
John Walton
EAST END: Betty Thompson
Bob Blackie

The C.N.E.'s promise of Grandstand field space for each rehearsal eventually had a codicil.....providing no other money making venture wanted to use the Grandstand on our rehearsal dates!

Canadian Productions International - the most frequent user of the Grandstand for staging rock concerts - uses a monolithic stage which is usually set in position at least 24 hours prior to a concert, and left in place for the next concert event though that be ten days hence. Bearing this fact in mind, rehearsals went as follows:

- JUNE 19: good turn out for first rehearsal
certain degree of confusion
lovely warm evening
monolithic stage centre field
letter from George MacDonald Fraser read to group
juice provided by McDonalds
- JUNE 26: some organizational problems with spares
another lovely evening
field laid out with large red road cones set for car trials
danced around them!
juice provided by Etobicoke Optimists

Four days prior to our third rehearsal, the C.N.E. cancelled both the third and fourth rehearsals because the Grandstand was preparing for yet another rock concert and there were no other available spots within the C.N.E. grounds for us. Some fast talking and sheer determination saved the day and the August rehearsals proceeded as follows:

- AUGUST 7: rehearsal held on baseball diamond in C.N.E. grounds
p-a system left a lot to be desired
t-shirts sold
Instruction Sheets distributed to all dancers and spares
juice provided by Etobicoke Optimists

AUGUST 11: back at the Grandstand for this rehearsal
monolithic stage plus small trains and garbage truck
on field
trains eventually moved, truck driven away
no sound system or megaphones provided
soon righted the situation!
wonderful, sunny afternoon - 89°
letter from Ontario Lieutenant Governor read
video order forms distributed
books, t-shirts and Ceilidh tickets sold
juice provided by McDonalds

In order to provide refreshments at all rehearsals the following companies were approached:

Coca Cola	Cymar Dry Company Limited
Seven Up/Pepsi/Crush	Dew Drop Juice Company
Sun Pac Foods Limited	Holiday Juice Limited
MacDonald Restaurants of Canada Limited	

McDonalds agreed to donate orange juice for two of our rehearsals and the Volunteers prepared the juice and served it at the Grandstand on both occasions, and under great difficulties!

The Etobicoke Optimists donated \$700.00 specifically to provide refreshments for the group, and thanks to a friendly manager of a local grocery chain store a selection of fruit juices were obtained at reasonable cost. Hence some of the Optimists donation was used for other expenses.

With the McDonald syrup donation, and the unused juices, there are sufficient supplies left over to provide refreshments for several monthly dances during the 1991-1992 dancing season.

AUTHENTICATORS

In accordance with the rules and regulations for the Guinness Book of Records quote:

'The following should be provided.....

2. Signed statements of authentication by two independent persons of some standing in the community, on separate sheets of paper, confirming the details. The statements should include a contact address and telephone number.'

The following people were contacted: D. G. Bassett, President, C.T.V.
J. Douglas Creighton, Publisher, Toronto Sun
Rev. Sylvia H. Hamilton, Chaplain, St.
Andrew's Society, Toronto
Mayor Hazel McCallion, City of Mississauga
William McCormack, Chief of Police,
City of Toronto

Rev. Sylvia H. Hamilton and Mayor Hazel McCallion willingly agreed to fulfil duties as authenticators for us, and on presentation day were met by Les James and escorted to the Grandstand Press Box for reviewing. They were provided with informational kits and a list of their duties.

Their letters of verification have been received and will be forwarded to the Guinness Book of Records.

V I C T O R Y C E I L I D H

The objective of the Victory Ceilidh was to provide the TORONTO BRANCH with an opportunity to say 'thank you' to all dancers, spares and volunteers. We had hoped this event, in its entirety, would have been covered by a sponsor so bookings were made with the Royal York Hotel and Bobby Brown and the Scottish Accent. When the sponsor backed out, the Committee reviewed the Ceilidh situation, and although still felt strongly that such an event must take place, decided to look at less expensive alternatives.

Alternative locations reviewed: Holiday Inn - Downtown
Simpsons Arcadian Court
Sheraton Centre
Harbour Hilton
Admiral Hotel
Ontario Place
Metro Convention Centre
Inn On The Park
Prince Hotel
Old Mill
Fort York/ Moss Park Armouries

These places were checked for size, adaptability for scottish country dancing, availability, catering facilities; parking etc. At the same time a re-appeal letter went out to the following companies asking if they would consider donating food products should we decide to do our own catering:

Aberdeen Custom Meats	Crawfords Scottish Canadian Butchers
John Baird Scottish Bakers	But 'n Ben Butchers
Grays Scottish Bakery	Burkes Scottish Bakery
Pat Henry Scottish Butcher	White Heather Scottish Butcher
The Piesman- Great British Pies	Brian Martins Old Country Foods
Britannia Import and Distributors Ltd.	Protea Products
Mrs. Ogden's British Shop	

From these letters and follow up phone calls came one donation - \$100.00 from John Baird.

None of the locations proved to be satisfactory for one reason or another, and since there was no response for help with catering arrangements, there was no choice but to return to the Royal York and negotiate for price modifications. This was done, with some success, and special room rates were provided for out-of-town guests; a roast beef sandwich buffet was priced at \$8.00 per head; and since food was being served, there was no room rental charge for the Canadian Room.

When these arrangements had been finalized the Committee agreed to make available a limited number of Ceilidh tickets, at \$10.00 per person, to non-participating BRANCH members, or the spouse of participants. 30 of these tickets were sold.

The Victory Ceilidh was attended by 620 people and organized by Bob Blackie and proved to be a most successful way of saying 'thanks' to all who had earlier helped to set the new worlds record.

P U B L I C I T Y

Approximately 13,000 promotional flyers were distributed through the membership and 500 large 17" X 22" display posters were circulated in Metro Toronto. As well the C.N.E. agreed to hand out flyers at the gates and through their Information Kiosks on presentation day. 15,000 additional flyers were printed up courtesy of the Canadian Bankers Association, to meet C.N.E. requirements. In addition, several thousand 'COME SCOTTISH COUNTRY DANCING' pamphlets were printed by C.B.A. and some were distributed following the presentation at the Grandstand.

MEDIA:

Since we are a 'non-profit' organization we qualified for Public Service Announcements by both print and electronic media. Several media mailings were done to the following:

Magazines:

TIME Magazine	*WHERE Toronto
Macleans	*Toronto Life (August 1991 issue)
Saturday Night	*Toronto Magazine (August 1991 issue)
*50 Plus	City Dweller
Good Times	Bravo
Homemaker	Dance In Canada
The Commonwealth	Enroute
Lifestyles	Starweek Magazine
Hi Rise	Canadian Magazine
Success in Fitness	*Canadian Living (Sept. 1991 issue)
55 Plus	Chatelaine
Goodlife	*Kids Toronto
Heritage Link	Today's Seniors
Alive Canadian Journal	*Ontario Folkdancer

* New Events Calendar - Ministry of Tourism

(*DENOTES ARTICLES OR MENTION)

<u>Newspapers:</u>	<u>Dailies</u>	<u>Weeklies</u>	<u>Radio</u>	<u>T.V.</u>	<u>Cable</u>
Ontario (excluding Toronto)	45	77	60	30	54
Toronto	3	32	21	15	13
Toronto columnists	12				
Vancouver	3	7		6	
Winnipeg	2	4	5	7	
Buffalo	1	2	15	5	
C.B.C. National			6		

Our BRANCH Newsletter was used extensively and articles appeared monthly from October 1990 to June 1991.

Press clippings are still being received from across the Province and will be collated into a scrap book at a later date.

Three radio interviews were done in the Toronto area and following one, done with Jason Roberts of C.F.R.B., we received a donation of \$1,000.00 from the Old Mill Limited.

- - - - -

Having been forewarned of the fact that after the Warriors' Day parade march past the field had to be cleared of reviewing stands and wheelchairs before we could go on, it was felt that a pipe band would help to entertain and keep the audience during the hiatus. It seemed reasonable to assume that since so many pipe bands participated in the parade, that one could be convinced to stay for an extra half hour and help us out.

To that end, the following bands were contacted:

48th Highlanders
Metro Toronto Police Band
Toronto Scottish
Branch 66 - Legion
Weston - Legion
Allt Gaid Healach (Highland Creek)

We are indebted to the Allt Gaid Healach Pipes and Drums for their willingness to comply with our request.

- - - - -

Dennis Snowdon of C.H.W.O. Oakville supported the 512-SOME 100% and for many weeks prior to the event he promoted it on his programme 'A Little Breath of Scotland'. He also broadcast live from the Grandstand on August 17th and acted as commentator for the actual event. Along with long-time member Iain MacFarlane, he kept the spectators occupied while the field was cleared and a myriad of technical glitches and hitches were sorted out by the C.N.E. maintenance staff. To both of them - our deepest gratitude!

- - - - -

An overview of the 512-SOME presented a marvellous opportunity for an aerial photograph to be taken from above the field. To try and achieve this objective the following companies were contacted:

Aerial Photographers of Canada
Aquarius Flight Inc.
John Harquail and Associates
Panda Associates Photographers
Speciality Air Service Inc.
Tom Kam Photography

Aeromedia Sensing Corp.
Heli-Shots
Gilbert A. Milne Co. Ltd.
Sarkis
Toronto Photogroup Ltd.

One company volunteered to do an aerial shot for us, but three weeks before the event got a 'paying job' for that day, so our requested was refused. Since Douglas Creighton of the Toronto Sun was unable to act as one of our authenticators he was asked to arrange, through the facilities at the Sun, to have such a shot taken. This was agreed upon, but in actual fact never materialized.

Large electronic billboards across Metro Toronto offered opportunities for 'free' publicity and the following board owners were contacted:

*Electromedia (Cloverdale/Westwood/Warden Woods Malls)

Imperial Tobacco - Harbourfront

*Trans Ad - subway creeper boards
(July 28 - August 3)

Hyundai

Pentax

Molson

Skydome

*Mazda

*Goodyear

*Sony

Journeys End Inns

National Bank

*Panasonic

*North York Hydro

*Lever Bros. - Snuggle Board

*Chrysler

*General Motors

*Mac's Convenience Stores

Inglis

*DENOTES COVERAGE)

5 1 2 - S O M E M A I L I N G S

May 1990 - Re: venue	8
July 1990 -Guinness Book of Records	4
August 1990 - July 1991 - Re: sponsorship	66 (double mailing)
October 1990 - Re: catering donations	16
November 1990 - May 1991 - 512-SOME button mailings to dancers	?
March 1991 - Ministry of Tourism and Culture - Re: publicity	6
March 1991 - April 1991 - Electronic Signboards	24
April 1991 - soft drink companies re: donations	6
April 1991-May 1991 - video/film companies	24
May 1991 - National radio programmes re: dedications to dancers	6
May 1991 - National magazines	26
May/June/July 1991 - authenticators	12
June 1991 - re-appeal to catering companies	16
June 1991 - Pipe bands	6
June 1991 - National media....Winnipeg	13
Vancouver	15
Hamilton	8
Kitchener	6
London	7
Ontario weekly papers	77
July 1991 - flyers for in-store posting:	7
(Maxville, Fergus, Bowmanville, St. Catharines, Ottawa, Brantford, Oakville)	
July 10, 1991 - Metro cablevison stations	13
July 18, 1991 - Metro T.V./radio...programme directors and air personalities	32
newspaper columnists	12
July 20, 1991 - Metro radio P.S.A.'s	21
July 29, 1991 - Buffalo media	22
August 1, 1991 - Toronto city editors/radio/T.V. news directors	15
August 20 - September 1991 - media 'thank you' letters	57
Volunteer 'thank you'	31
Spares 'thank you'	37
September 1991 - verification documents - Guinness Book of Records	

(List does not include follow-up, confirmations, nor clarification correspondence)

AND THEY DANCED HAPPILY OFF INTO THE SUNSET.....

With the completion of the 512-SOME an assessment of the success/failure component of the event should be done. A most difficult task to do objectively. However, if we look back at the initial points reviewed by the Executive before launching into this event, some sort of reading might be gleaned.

- A. The challenge was met: we DID set a new world record for quantity in scottish country dancing
we ARE entitled to a listing in the 1993 Guinness Book of Records (deadline date for a 1992 listing was August 1, 1991)
- B. Not only did we have the support of the TORONTO BRANCH membership, but we strengthened our ties with scottish country dancers around the world. Many smaller groups, particularly those from southern Ontario, were most grateful for the opportunity to get involved with an event of this size. Anything of this nature could not have been staged in their communities, and they felt that the publicity their groups generated locally would enable them to increase their membership.
- C. A new brilliance seems to have been put on the esprit de corp of the TORONTO BRANCH and a total feeling of 'all working together to one end' emerged.
- D. & E.
Considering all of the events in a large metropolitan city like Toronto, we did received a substantial amount of free publicity and public exposure for the BRANCH and our activity.
- F. Impetus has been created - how it is used by the Social Groups and to what advantage - only time will tell.
- G. Was the timing correct? Again, only time will tell.

Although financial considerations were not paramount at the outset of this venture, the loss of the sponsor put those concerns, very quickly, front and centre. When the final financial report is issued it is hoped that the combination of donations plus fund raising projects will triumph over expenditures.

In conclusion, may I offer my sincerest thanks to the Executive of the TORONTO BRANCH for giving me the challenge of organizing the 512-SOME. I trust they were not disappointed with my efforts. There is no question of the personal satisfaction derived from this assignment, and for that, I am most grateful. Of far greater importance however, has been my joy at witnessing the accolades and glory showered on a richly deserving group of people - the TORONTO BRANCH of the ROYAL SCOTTISH COUNTRY DANCE SOCIETY.

Respectfully submitted

Esther M. Goodfellow
Vice Chairman and Publicity.

October 1991.



THE TORONTO BRANCH
OF THE
ROYAL SCOTTISH COUNTRY
DANCE SOCIETY
PRESENTS

THE
FIVE HUNDRED
& TWELVESOME
REEL

AT THE C.N.E. GRANDSTAND
SAT., AUGUST 17, 1991 AT 1230 pm

FIVE HUNDRED AND TWELVE DANCERS
FROM ALL OVER SOUTHERN ONTARIO
WILL JOIN IN THE LARGEST SCOTTISH REEL
EVER DANCED.

THIS IS A HISTORIC OCCASION
WHICH WILL BE ENTERED IN

THE GUINNESS BOOK OF WORLD RECORDS

ADMISSION TO THE GRANDSTAND IS FREE
COME, CHEER US ON