

Milky Lane breaks the world record for largest manmade smile

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For 60 years, Milky Lane has served oh-so-sweet smiles and shared feelgood moments with South Africa. This modern ice cream parlour has brought joy with its wonderfilled creations served on waffles and cones and in cups. To mark this great milestone, Milky Lane wanted to make its smile status official by breaking a world record!



"We've been serving smiles for 60 years and what would be a better way to celebrate this than to create the largest manmade smile the world has ever seen?" says Celeste Montepara, Marketing Manager at Milky Lane.

So on the morning of 16 May 2018 at Edenvale High School, 1,218 learners lined up to make history. To ensure that everything was within the necessary guidelines, there were timekeepers, auditors and independent witnesses present. The event was a world-record-breaking success. Milky Lane now officially holds the world record for the "largest human image of a mouth," which has been wonderfully shortened to the largest manmade smile.

"[Breaking the world record] re-affirms our commitment to continue putting more smiles on our consumers' faces in the years to come,"

says Montepara.

Check out Milky Lane's [YouTube page](#) to watch their official world-record-breaking smile.

South Africans can also join in on the celebrations at home. Milky Lane has launched the Let's Celebrate NiceCream Cake to celebrate six decades of feelgood. It's a sure way to bring smiles to any occasion!

To find out more about Milky Lane's six decades of feelgood, visit www.milkylane.co.za or follow them on Instagram and Facebook.

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