

Friday, June 01, 2007

## Hug It Out



[Marcus Riley, NBC5 Street Team \(video\)](#)

When I first heard that two dudes were going to stand on Michigan Avenue for 24 hours and attempt to break a Guinness Book of World Record for hugs, I immediately recalled a scene from Borat. Remember when he first came to the country and tried to hug people on the streets and subways of

New York?

Well, I didn't see anybody try to kick Dean Ruddy and Ross Smith's ass, but the two professional soccer players from England were getting a lot of interesting responses while trying to hug complete strangers on the Magnificent Mile today.

So, why attempt to break the record in the first place?  
Especially on a hot summer day when you may not be feeling your -- er -- freshest?

The pair is raising money and awareness for [Dreams for Kids](#), a charitable organization based in Chicago that provides opportunities for kids of all abilities to experience various activities.

They're trying to break the record of 4,135 hugs during a one day span, and are well on their way toward doing so.

I had to hand to them. I'm not sure I could handle that much rejection in one day and still keep a cheery disposition. It is fascinating to watch how people respond. Some people reacted like they really needed that hug and gladly accepted it, while others would have nothing to do with it.

We all need a little more love in our worlds don't we? After all, it's for the kids!