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### **Dave Farrow, *Guinness Record Holder for Greatest Memory***

Dave Farrow is the two-time Guinness Record holder for greatest memory. He first earned the title in 1996 at the Guinness World Records museum in Ontario and then again in 2007 when he correctly memorized and recalled the exact order of, 59 decks of shuffled playing cards - that's 3068 cards in total, exceeding his previous record of 52 decks (2704 cards)!

Farrow wasn't born with the gift of memory-in fact, he was diagnosed with ADHD and dyslexia as a child. To help him do better in school, Dave created a memory system called 'The Farrow Method' which is now a certifiable scientifically proven system for memory backed by a double blind neuroscience study at McGill University.

In 2008 Dave was hired by Sony Corporation to live in a window on 5th Avenue in Manhattan and speed read on a Sony E-Reader for literacy in America. In 30 days, he read over 100 books and through his efforts, Sony gave 4.4 million E-Books to schools in America. Over 100 million people watched him in the window read for charity.

A memory expert, David has trained over 10,000 business professionals, students, managers and seminar attendees in memory programs offered in both Canada and the United States, with that number growing each day.

Today Dave uses his media savvy and keen understanding of the brain in the public relations sector. He is the founder and CEO of FarrowPR a full-service public relations and marketing firm in Buffalo NY.

With his ability to speed read and memorize large amounts of information, Dave is an expert in Nanotechnology and microfluidics and is currently developing a proto-type for a robotic moving mannequin with "Start Up New York."

Dave has been a featured guest expert on over 2000 interviews in the media including, The Today Show, Live with Regis and Kelly, Steve Harvey, Discovery Channel and many others.