



President Proclaims Sword Swallower's Day 2025

Sword Swallowers celebrate by swallowing together at Ripley's Believe It or Not locations worldwide!

[SSAI] Phoenix, Arizona – Sword Swallowers Association International president Dan Meyer proclaims **World Sword Swallower's Day 2025** as a way of raising awareness of the art of sword swallowing.

The **Sword Swallowers Association International** announces that after recent deaths, with less than a few dozen full-time professional sword swallowers actively performing around the world today, the world will have the rare opportunity to witness the surviving sword swallowers honor past sword swallowers by defying death and doing what they do best – swallowing swords all at once -- on **World Sword Swallower's Day, Saturday, February 22, 2025!**

Founded by SSAI in 2007, and co-sponsored by Ripley Entertainment since 2008, World Sword Swallower's Day 2025 will take place February 22nd, 2025 in conjunction with February as National Swallowing Disorders Month.

"On World Sword Swallower's Day 2016, our record was 55 sword swallowers who swallowed 145 swords at Ripley's museums around the world." Meyer said. "This year, with World Sword Swallower's Day coinciding with the world premiere of our new book on sword swallowing, sword swallowers are excited to come out to swallow swords, grab the book, and celebrate World Sword Swallower's Day at Ripley's attractions around the world!"

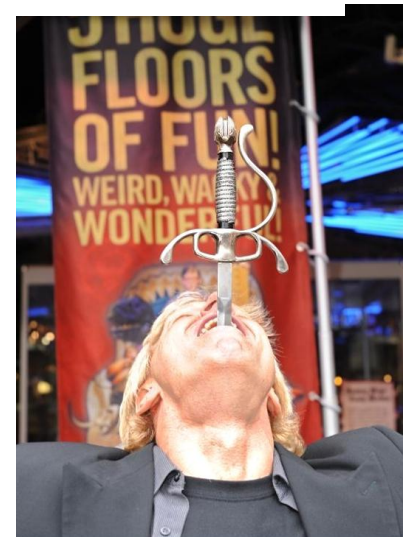
Why Celebrate World Sword Swallower's Day?

"Sword swallowers have been risking our lives to perform sword swallowing for over 4000 years," explains Meyer. "But many people either don't believe what we do is real, or they think the art has died out."

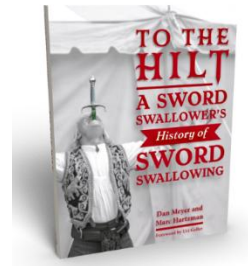
"In 2007, I realized we had national holidays for Mother's Day, Father's Day, President's Day, Secretary's Day, Magician's Day, and others, but there were no holidays to honor the daring sword swallowers who risk their lives to entertain and inspire people!" Meyer explained. "Very few people realize that sword swallowing is real and that we sword swallowers are still performing today."

"In 2007, we established World Sword Swallower's Day to honor the courageous performers who risk their lives to entertain audiences, to celebrate and promote this ancient art still carried on by a few dozen daring performers, to honor past and veteran performers, to raise awareness of the medical contributions sword swallowers have made in the fields of medicine and science, and to raise funds for esophageal cancer research and the Injured Sword Swallower's Relief Fund." Meyer explains.

"Most of all, we do it because we love the art -- we love to dispel myths and educate the public and medical professionals by doing demonstrations for audiences around the world on World Sword Swallower's Day."



"Many of us have been performing for years and we love entertaining audiences!" explains Meyer, a 40-time world record holding sword swallower who has performed at 15 Ripley's Believe It or Not attractions, on 16 Got Talent shows worldwide, and on 9 TED talks on sword swallowing in over 60 countries around the world. "World Sword Swallower's Day is our chance to show the world on a grand scale what we do is real, and really dangerous!"



World Sword Swallower's Day 2025 is special as SSAI is hosting the world debut and pre-release of the new book, [To The Hilt: A Sword Swallower's History of Sword Swallowing](#) at participating Ripley's locations. The book, 25 years in the making, was cowritten by sideshow historian **Marc Hartzman** with foreword by mystic **Uri Geller**, and features bios, histories, rare photos, and bizarre stories of over 100 sword swallowers over 200 years, including many who will be performing on World Sword Swallower's Day. The book will be available as an early pre-release at participating Ripley's locations on **World Sword Swallower's Day**, February 22nd, and on Amazon, Barnes & Noble, Books-a-Million and Walmart on February 28th. (<http://tothehilt.org>)

How is sword swallowing tied to science and medicine?

Sword swallowers have been prodded and examined by doctors and scientists in the name of science for the past 150 years, often without being recognized for their contributions.

"We want to change that. That's one of the reasons we celebrate World Sword Swallower's Day," Meyer explains.

"Most people don't appreciate the risks and dangers involved in sword swallowing, or the contributions sword swallowers have made in the fields of science and medicine over the past 150 years." Meyer explains. In 1868, a sword swallower was used by Dr. Adolf Kussmaul in Freiburg Germany to help develop the first rigid endoscope. In 1906 a sword swallower underwent the first esophageal electrocardiogram in Wales.

In 2006, the first comprehensive medical study on sword swallowing, "[Sword Swallowing and its side effects](#)," was published by the prestigious British Medical Journal in its much-anticipated 2006 Christmas issue. Co-authored by Meyer and British radiologist Dr. Brian Witcombe, the historic two-year study was the first comprehensive medical research conducted on sword swallowers in the 4000 year history of the art. The study garnered world-wide attention for sword swallowing and won Meyer and Witcombe the [2007 Ig Nobel Prize in Medicine](#) at Harvard University.

Some sword swallowers perform charitable work for the medical community to raise awareness of esophageal cancer, dysphagia, GERD, and other upper gastro-intestinal and swallowing disorders. SSAI encourages its members to perform demonstrations at medical facilities throughout the day. Sword swallowers also perform at hospitals, cancer wards, orphanages, and nursing homes for those who would otherwise have difficulty getting to theaters to see live performances.

"Sword swallowers who participate in these activities find it rewarding," explains Meyer. "Many people who have never had the opportunity to see sword swallowing finally get a chance to witness it firsthand!"

"Because sword swallowing is so rare, sword swallowers usually perform solo," Meyer says. "World Sword Swallower's Day gives us a chance to work together to be part of something bigger and show the world what sword swallowing is all about."

Why is Ripley's co-sponsoring World Sword Swallower's Day?

"Because it's great entertainment!" said Tim O'Brien. "Sword swallowers and Ripley's go way back to the very first Ripley's Believe It or Not! Odditorium set up at the Chicago World's Fair in 1933. There, three sword swallowers, two of whom were ladies, mesmerized the huge crowds. Ripley's has been home to sword swallowers around the world ever since!"

"It's a huge honor for us to carry on the tradition of sword swallowers who have performed at Ripley's Believe It or Not! museums over the past 92 years." Meyer explains. "As a result, SSAI is extending an

open invitation to sword swallowers around the world to join us in celebrating World Sword Swallower's Day at Ripley's Believe It or Not Odditoriums worldwide."

World Sword Swallower's Day 2025 will take place on **Saturday, February 22, 2025** at participating **Ripley's Believe It or Not! Odditoriums** with sword swallowers performing free live shows and demonstrations starting at **1:45** and ending with the annual **Big Swallow** at **2:22:25**.

Sword Swallowers

If you're interested in participating at a nearby Ripley's property, please [contact us!](#)

Participating Ripley's Properties:

- Ripley's Orlando FL
- Ripley's Panama City Beach FL
- Ripley's St. Augustine FL
- Ripley's Grand Prairie TX
- Ripley's San Antonio TX
- Ripley's Hollywood CA
- Ripley's San Francisco CA
- Ripley's Scottsdale AZ
- Ripley's Branson MO
- Ripley's Ocean City MD
- Ripley's Myrtle Beach SC
- Ripley's Gatlinburg TN
- Ripley's Newport OR
- Ripley's Surfer's Paradise Australia

About Sword Swallowing

The art of sword swallowing originated over 4000 years ago in India and requires the practitioner to use mind-over-matter techniques to repress natural reflexes in order to insert solid steel blades from 15 to 25 inches down the esophagus and into the stomach. There are currently less than a few dozen full-time professional sword swallowers actively performing around the world today, along with a few dozen amateurs and retired veterans.

About the Sword Swallowers Association International

The [Sword Swallowers Association International](#) (www.swordswallow.org and www.swordswallow.com) is a global fraternal organization of sword swallowers dedicated to preserving and promoting the ancient art of sword swallowing around the world.

Based in Phoenix, Arizona, **SSAI** maintains the Internet's most comprehensive website on the art and science of sword swallowing, with general information, history, medical physiology, world records, and the **Sword Swallower's Hall of Fame** at www.swordswallow.com.

About Ripley Entertainment

Ripley's Believe It or Not! (www.ripleys.com) is part of the **Ripley Entertainment Inc.** family of worldwide attractions, the global leader in location-based entertainment. In addition to its 32 Believe It or Not! Odditoriums around the world, the Orlando-based company has publishing, licensing and broadcast divisions that oversee the syndicated Believe It or Not! television show, best-selling books, and the popular syndicated cartoon strip, Ripley's Believe It or Not!, that runs daily in over forty countries worldwide.

MEDIA: LOCAL SWORD SWALLOWERS AVAILABLE for interviews, comments, and medical demonstrations. For more information on [World Sword Swallower's Day](#), or to schedule a sword swallower for an event in your area before February 22nd, please [contact us](#).

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www.swordswallow.org (SSAI)

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