

Project Merak: A Guinness World Record for Autism Awareness

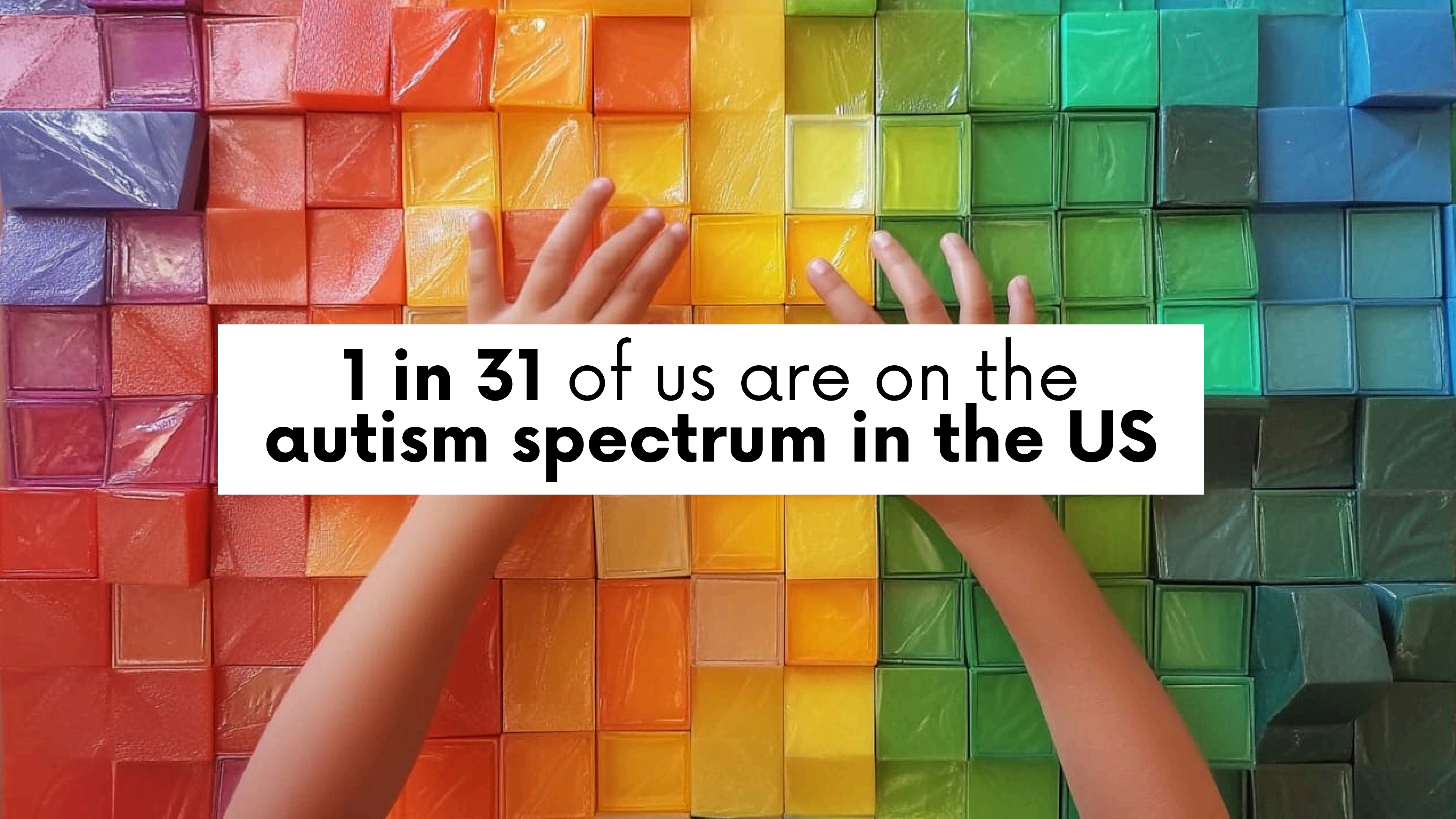
The World's Longest Sensory Board



Project Overview

Merak is a one-of-a-kind, island-wide initiative to create the world's longest sensory board (60+ metres), thoughtfully designed for individuals on the autism spectrum using recycled ocean waste. Led by The Treehouse International in collaboration with designers, artists, and educators, Merak is not only a Guinness World Record attempt—but also emerging as Asia's largest advocacy platform for autism awareness.

- Objective: Combine creativity, sustainability, and inclusion to foster empathy and awareness through interactive sensory art.
- Built using: Recycled ocean waste, commercially available items, natural and art materials, repurposed with the help of professional artists and designers.
- Impact pillars: Autism awareness, sustainability, community engagement, and education.



1 in 31 of us are on the
autism spectrum in the US

What is Project Merak 2026?

Building a **60-meter sensory board*** in an attempt to set the **Guinness Record** for the **world's longest sensory board** to raise **awareness on autism**.

*Made including recycled and ocean-bound waste, highlighting the project's commitment to sustainability ♻️

Vision & Impact: Why Merak Matters



01 Raising Awareness for Autism

Globally at least 1 in 100 individuals are on the autism spectrum. In the US in 2026 it recorded as is 1 in 31, due to better diagnosis.

02 Supporting Undiagnosed Individuals

In Sri Lanka, many individuals go undiagnosed; Merak aims to change this and provide necessary support and resources for these individuals.

03 Fostering Inclusion and Environmental Awareness

Merak brings together art, advocacy, and sustainability — demonstrating how creative expression can promote both neurodiversity, inclusion and environmental responsibility in society.



The National Objective

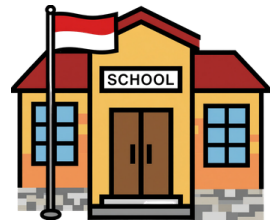
Sri Lanka has **23 million** people.

Our mission is clear:
At least one person in every household understands autism.
Merak 2026 is a national awareness initiative designed to reduce stigma, promote evidence based understanding, and spark informed conversations across communities.

The Guinness World Record attempt generates attention.
The true goal is **awareness** at scale.

National Collaboration

Boards are being developed in collaboration with:



SCHOOLS



UNIVERSITIES



ARTISTS



COMMUNITY
GROUPS



CORPORATES

Each board represents diversity in culture, region and perspective. Together, they form one unified national installation.



Branding
Sri Lanka as a
neuro-inclusive
travel destination

The Final Event

16-17 May 2026
BMICH Lawn

The two-day public activation will feature:

- Official Guinness Record adjudication
- Public walkthrough of the sensory installation
- Autism awareness sessions
- Expert-led board discussions
- Focus groups and structured community dialogues
- Entertainment acts
- Food stalls
- Family engagement spaces
- Partner activations

National media coverage

Positioned as a national awareness festival bringing together families, corporates, educators and communities.



Internal Engagement Opportunities



01 Workshops on Neurodiversity

Empower employees through training that promotes understanding and support for neurodiverse individuals, fostering an inclusive workplace culture.

02 Volunteer Sign-Ups

Encourage staff participation in hands-on activities, enabling them to contribute to the sensory wall project and engage with the community.

03 In-House Exhibits

Showcase the progress and artistry of the sensory wall in your office, inspiring employees and raising awareness about autism.

Estimated Reach & Audience



01 General Public

Our goal is to reach at least 10,000 people directly and many more indirectly, raising awareness and fostering community engagement around Autism and inclusion.

02 Corporate Partners

Collaborative partnerships with corporations will enhance employer sensitivity & institutional awareness, enhances brand image and promotes understanding of neurodiversity among management, staff and other stakeholders.

03 School Networks

Collaboration with schools will enhance outreach, promoting educational opportunities and understanding of neurodiversity among students and parents.

04 Digital Media Audience

A robust social media campaign will amplify our message, reaching a wide audience and driving conversations on Autism Awareness and inclusion.



Expected Impact from Merak 2026

01 Reaching 10,000 in autism awareness

Merak 2026 will deliver hands-on, sensory-rich experiences that educate and engage the public, empowering schools, families, and communities to better understand and support individuals on the autism spectrum.

02 Guinness World Record Achievement

By creating the world's longest sensory board, Merak will not only set a new global benchmark but also place Sri Lanka at the forefront of inclusive, community-driven innovation.

03 Sustainability Through Creative Repurposing

The installation will reuse ocean waste, natural elements, and discarded materials, demonstrating how sustainability and creativity can come together to spark change and inspire eco-conscious thinking.

THE DRIVING FORCE BEHIND MERA



Dr Anton James

Dr Anton James (PhD, FBPSS, CPsychol, CSci, CEA, BCBA) is a globally experienced Autism professional and the founder of Project Merak. Diagnosed with Autism, he is the first Sri Lankan Chartered Behavioural Psychologist and Chartered Scientist, and a pioneer in inclusive, evidence-based education.



Chrystal Honsaker

Chrystal Honsaker (MEd, BCBA, IBA, LBA-USA) is Co-Director of The Tree House International and a seasoned ABA specialist with over two decades of experience. Currently pursuing a PhD in International Psychology, she champions culturally sensitive, evidence-based Autism intervention and global capacity building.



Sukhith Mendis

Founder of Goodstuff, a brand experience company, with over 15 years of experience designing and executing large-scale festivals, brand experiences, and youth-led national initiatives. A former Chartered Marketer (CIM, UK) who holds an M.Ed, Sukhith has spent more than a decade in leadership education, working closely with schools and universities across Sri Lanka.



Organising Institution

The Tree House International

Sri Lanka's only international school exclusively dedicated to neurodivergent students. Established to bring regulated, evidence-based education and Applied Behaviour Analysis services to Sri Lanka with accountability and ethical oversight.

Approximately 85% of enrolled families relocate to Sri Lanka specifically to access its professionally supervised programmes.

Through its charity wing **Merak**, the organisation leads national autism awareness initiatives.

Partners

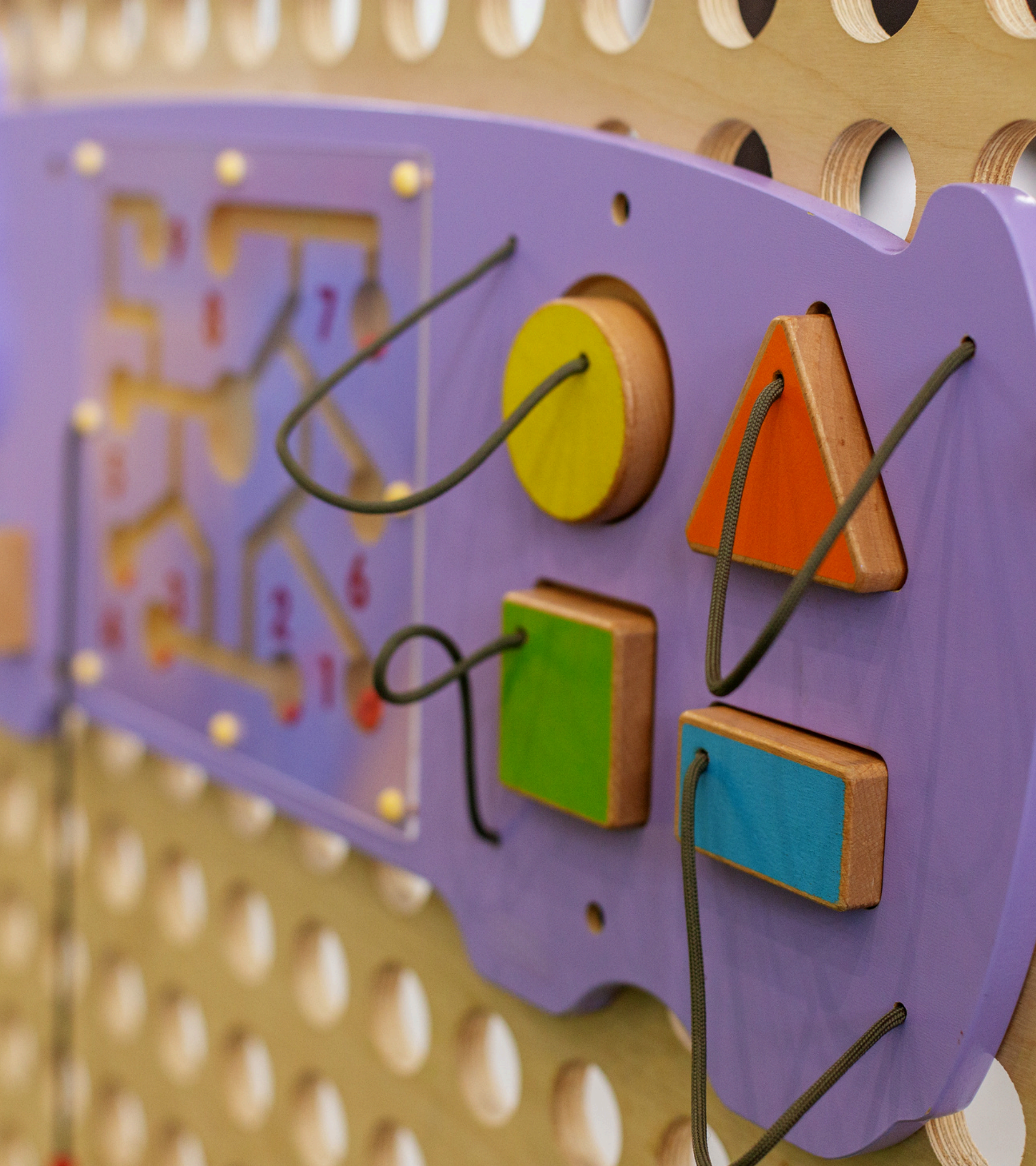
TITLE SPONSORS



PANEL SPONSORS



We are actively seeking additional board sponsors and strategic partners to expand the impact of this initiative.



LKR 12Mn.
Total
estimated
cost for the
project

Partnership Opportunities

Merak 2026 is seeking sponsors and strategic partners to scale this national initiative.

Infrastructure and Production

Support

Stage, sound and lighting

Event build and structures

Media and broadcast

Security and crowd management

Branding and fabrication

Printing and signage

In-Kind Partnerships

Materials and products

Hospitality and F&B

Logistics

Technology

Media partnerships

Financial Sponsorship

Board sponsorship

Event sponsorship

Awareness programming support

In-Kind Partnerships

Materials and products

Hospitality and F&B

Logistics

Technology

Media partnerships

Organisations may contribute financially or through meaningful in-kind support.



4 Reasons to Partner

Championing Neuro-Inclusion in Corporate Sri Lanka

- By supporting Merak, opportunity to position as a first-mover in recognising Autism and neurodiversity in the workplace; a topic that's emerging but underrepresented in South Asia.

Guinness World Record Branding

- Associating with a Guinness World Record instantly gives your brand relevance, credibility, and memorability in a context people care about.

Unique CSR Case Study & Global Visibility

- This campaign becomes a powerful CSR story that partners can:
 - Submit to global CSR awards (like Asia Responsible Enterprise Awards).
 - Use in annual reports, investor decks, and ESG presentations.
 - Present at conferences or HR summits.

Public Audience Loyalty

- As Merak engages schools, parent and the general public, it's an opportunity to build brand equity in a deeply emotional space. This is especially powerful as many sectors (retail, travel, food, leisure) may benefit from long-term trust.



By supporting autism awareness and inclusion, you're not just funding a cause—you're championing a movement. Let's work together to ensure that individuals with autism are seen, heard, valued, and included in every aspect of life.

Thank you for considering this opportunity to make a difference. We would be honoured to partner with you.

* Merak is registered in Sri Lanka as a Charity GL-00314341

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