

**PRESS RELEASE**

**Local Challenger Prepares to go Wild!**

[INSERT NAME] from [INSERT TOWN] is taking on a challenge with a difference and becoming a Jungle VIP, as preparations begin for The MoonWalk Scotland in Edinburgh on Saturday 10th June!

What makes this iconic event unique and loved by everybody is the amazing spectacle of thousands of women and men walking through the Capital City at Midnight wearing the charities trade mark decorated bras, raising awareness for breast cancer. This year’s Jungle Safari theme will allow everybody to unleash their inner Tarzan and Jane and let their imaginations run wild as they have fun decorating their bras.

[INSERT NAME] said:

“INSERT PERSONAL QUOTE E.G. WHY YOU ARE DOING THE MOONWALK SCOTLAND, HOW YOU ARE DECORATING YOUR BRA, WHICH CHALLENGE YOU ARE DOING (Half Moon etc.), YOUR TEAM NAME AND WHAT YOU ARE MOST LOOKING FORWARD TO ABOUT THE EVENT.”

Over the last 12 years, more than 80,000 people have taken part in The MoonWalk Scotland and every step has helped raise over £19.6 million. Most of this money is granted by breast cancer charity Walk the Walk to causes in Scotland supporting those that are living with cancer now, by uniting together Walk the Walk hopes to raise £1million in 2017.

Nina Barough CBE, Founder and Chief Executive of Walk the Walk said:

“The MoonWalk Scotland is a magical night full of great determination and fun, it is an extraordinary mixing pot of ages and abilities, all achieving a personal goal whilst doing something very special for others.  Over the past 11 years, we have been able to make a significant impact towards those living with cancer in Scotland, particularly those with primary cancers. Now our aim is to give people with secondaries the same choices.  It is one of the most touching and emotional moments of the year for me, when I see thousands of women, men and children coming together to achieve their goal and make a difference to Scotland.”

Starting and finishing at Holyrood Park, this year’s route will snake past some of Edinburgh’s most iconic landmarks, including Edinburgh Castle, Arthur’s Seat, Calton Hill and St Giles Cathedral, many of them lit up pink in honour of our wonderful Walkers and Volunteers!

Unite against breast cancer [INSERT LINK TO FUNDRAISING PAGE].

**Go wild and join the thousands of Jungle VIPs pounding the pavements in Edinburgh as you Raise money, Raise awareness, Get fit and Have FUN! Sign up at** [walkthewalk.org](http://www.walkthewalk.org/Home)

## The MoonWalk Scotland Hotline is 00 44 (0)1483 741430

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\*Information from Cancer Research UK \*\*The World Cancer Research Fund



Created by and in aid of Walk the Walk Worldwide raising money for vital breast cancer causes

Charity Number: SC029572

**Notes to editors:**

* Nina Barough CBE, Founder and Chief Executive, set up and now runs Walk the Walk Worldwide.
* Walk the Walk specialises in fitness and Power Walking challenges.
* HRH The Prince of Wales is the official Patron of Walk the Walk.
* Walk the Walk has so far raised in excess of £116 million.
* As a grant-making charity, all funds are raised for Walk the Walk and then granted to where the charity feels they will do the most good.
* Walk the Walk funds are granted to projects that not only support research, important to all our future health, but also support a variety of projects that are supporting cancer patients now throughout the UK.
* To date grants have been made to charities and organisations throughout the UK including Breast Cancer Now, The Breast Cancer Haven, Penny Brohn UK and hundreds of NHS Hospitals and Trusts for which we supply Scalp Cooling Systems.
* The charity also has a community grant fund which each year grants to smaller organisations. Helen Rollason Cancer Charity, Tenovus Cancer Care, The Christie, Cancer Kin, FACT and others, all receive funds which enable them to continue their work.
* The charity always aims to work within 25% of its fundraising and to grant 75% of its funds.
* Over 1,000 Volunteers will be required to help at The MoonWalk Scotland.
* ‘The MoonWalk’ is the flagship event of the charity currently held in London, Scotland and Iceland.