

**PRESS RELEASE**

**Local challenger goes wild as they complete The MoonWalk Scotland!**

[INSERT NAME] from [INSERT TOWN] has completed a challenge with a difference as they donned a decorated bra and went wild at The MoonWalk Scotland on Saturday 10th June.

The iconic event marked its 12th year with a Jungle-Safari theme, as thousands of women and men descended onto the streets of Edinburgh at Midnight to take part in the Walking

Challenge, organised by grant-making breast cancer charity, Walk the Walk.

Thousands of women and men take part in The MoonWalk Scotland every year, and together, they have raised a phenomenal £20 million since 1996. Before the first step was even taken, an incredible £430,000 had been raised by people taking part in this year’s event, adding to the £19.9 million already raised since the very first MoonWalk Scotland.

[INSERT NAME] took on a [6.55 miles/13.1 miles/26.2 miles/52.4 miles] challenge which swung past some of Edinburgh’s most iconic landmarks, many of which were lit up pink, including Lloyds on the Mound, Arthur’s Seat, Queen Victoria at The National Galleries, and St Giles Cathedral.

[INSERT NAME] said:

“INSERT PERSONAL QUOTE INCLUDING YOUR HIGHLIGHT FROM THE MOONWALK SCOTLAND AND WHY YOU TOOK ON THE CHALLENGE.”

 Most of the money raised from the event stays in Scotland to help improve the lives of people with cancer now. Around 4,600 women and men in Scotland are diagnosed with breast cancer each year\*.

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

“It was a perfect night for a MoonWalk, with a full moon and really fabulous walkers in good spirits. Clearly lots of people have been putting lots of miles under their belts before taking part and we had some very quick times. One of the highlights for me was seeing all of our ten year olds and youngest walkers coming through the New Moon (6.55 miles) finish line with big smiles on their faces and absolutely thrilled to be receiving their well-deserved medals!”

There is still time sponsor [INSERT NAME AND LINK TO FUNDRAISING PAGE].

For more information, and to register your interest for The MoonWalk Scotland 2018 visit [www.walkthewalk.org](http://www.walkthewalk.org/)

## For more information, photographs, or to arrange any interviews please contact:

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

Charity Number: SC029572

**Notes to editors:**

**\***Source: Breast Cancer Now, January 2017

**Walk the Walk**

* 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 £119 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.
* Walk the Walk is the principal funder of the Maggie’s Centre at Gartnavel, Glasgow and of the new centre at the Forth Valley Royal Hospital in Larbert. A grant was also made towards the Lanarkshire Centre in the grounds of Monklands Hospital in Airdrie.
* Walk the Walk has also funded the renovation of Ward 6, a new theatre and renovation of the Mammography Unit at the Breast Cancer Institute at Edinburgh’s Western General Hospital.
* Walk the Walk is committed to providing funding to hospitals across Scotland and the UK to purchase Scalp Cooling systems, special machines which are helping many people undergoing chemotherapy to retain their hair. Walk the Walk has funded 54 Scalp Coolers in 25 Scottish hospitals.
* ‘The MoonWalk’ is the flagship event of the charity currently held in London, Scotland and Iceland.