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**PRESS RELEASE**

**Local team/woman/man prepares to take on the iconic MoonWalk London challenge!**

A local team/woman/man (INSERT NAME) from (INSERT YOUR TOWN / CITY/VILLAGE) is now in training to take on a challenge of a lifetime when they/she/he/ takes part in The MoonWalk London on Saturday 11th May. The MoonWalk is an extraordinary achievement as not only will (INSERT NAME) be power walking 15.1 miles/26.2 miles, through the night and they/she/he will be wearing a decorated bra to show their unity for such an important cause!

(INSERT NAME) will be walking to raise awareness and money for the fight against breast cancer. Scientists now know that just by being active 12% of breast cancers could be avoided, so The MoonWalk is a fantastic way of doing something wonderful for others whilst improving your own health and all whilst having fun – what a great exchange!

In its 22nd year, The MoonWalk London, organised by breast cancer charity Walk the Walk, has to date raised almost £97 million. Funds are currently granted to research into secondary cancers and supporting those with cancer, with the growing demands for emotional and physical support.

Walkers will be getting into the groove with all things disco, so get ready for thousands of women and men to slip into their flared leggings, and whether they are ABBA-tastic, or heading for a Saturday Night Fever spectacular, it is going to be bright, sparkly and fun all the way as they pass may of the iconic London landmarks including The Coca-Cola London Eye, St Paul’s Cathedral, Big Ben, HMS Belfast and Buckingham Palace to name a few.

(INSERT NAME) said: “INSERT YOUR PERSONAL QUOTE WHICH MAY INCLUDE WHY YOU ARE DOING THE MOONWALK LONDON, WHAT IT MEANS TO YOU, HOW YOU ARE PREPARING FOR THE CHALLENGE, HOW ARE YOU DECORATING YOUR BRA AND WHAT YOU ARE MOST LOOKING FORWARD TO ON THE NIGHT.”

Founder of Walk the Walk, and organiser of The MoonWalk London, Nina Barough CBE, said: “Every MoonWalk is not just a walk. It is an experience that has been exciting and enthusing people for years and it just keeps getting better and achieving more - we really can’t wait to welcome all our Walkers to The MoonWalk London 2019 and our iconic Pink tent. I never cease to be amazed by the thousands of inspirational walkers, women, men and our younger walkers, that come together and united aim of wanting to see everyone have a life after breast cancer.

Many of our Walkers come from other parts of the country and indeed the world, but with the growing needs and demands for our funds both on the front line of cancer and with research, it is vital for us to keep on walking and to encourage everybody to do their bit by joining us in raising money, raising awareness and to start Walking the Walk.”

**Don’t miss The MoonWalk London, Saturday 11th May. Power Walk through the Capital at Midnight wearing a decorated bra, as you raise money and awareness for breast cancer charity, Walk the Walk. Sign up now:** [**www.walkthewalk.org**](http://www.walkthewalk.org)

Sponsor [INSERT NAME AND LINK TO FUNDRAISING PAGE].

For more information about our team, call us directly on

(Please insert your contact details here)

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

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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:**

 **The MoonWalk London 2019**

* Saturday 11th May 2019, Clapham Common
* Two walking challenges are available: Half Moon (13.1 + 2 miles) or Full Moon (26.2 miles)
* This year’s theme is “Disco Inferno”
* All participants must be aged 13 and over to take part
* The cost of entering the Half Moon and Full Moon is £49.50
* Walkers are asked to raise a minimum of £100 in sponsorship
* Entries are open at [www.walkthewalk.org](http://www.walkthewalk.org)
* Nina Barough CBE, Founder and Chief Executive, set up and now runs Walk the Walk Worldwide.

**Walk the Walk**

* 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 £127 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.
* Over 2,000 Volunteers will be required to help at The MoonWalk London.
* ‘The MoonWalk’ is the flagship event of the charity currently held in London, Scotland and Iceland.