

**PRESS RELEASE**

The Roaring Twenties and it’s the Bees Knees!

A local team /woman/man (INSERT NAME) from (INSERT YOUR TOWN / CITY/VILLIAGE) will be stepping out onto the streets of the capital to take part in the 20-year celebration of the one and only MoonWalk London 2017.

This spectacular challenge will see 15,000 women and men Power Walk through the streets of London at Midnight in decorated bras to not only achieve a personal goal, but to also raise money and awareness for grant making breast cancer charity Walk the Walk.

Starting and finishing at Clapham Common, (INSERT NAME / TEAM) will take on a (13.1 + 2 MILES OR 26.2 MILE) challenge. The route will pass many of London’s most iconic landmarks including St Paul’s Cathedral, Big Ben, The London Eye, The Royal Albert Hall and Buckingham Palace. This is a night when everything ordinary becomes extraordinary!

(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”

Once again thousands of women as well as over 1,000 very brave men, will be Walking in their trademark decorated bras, and with our Roaring Twenties theme the streets of London will be full of wonderful flappers and their fellas shanking their feathers to the Charleston all the way to the finish line.

The MoonWalk London is organised by health charity Walk the Walk Worldwide; this, their flagship event, has helped to raise over £116 million since the charity started 21 years ago. During that time, grants from these funds have helped to make a significant contribution not only to research but to help those living with cancer.

With 1 in 8 women in the UK expected to experience some form of breast cancer, and statistics showing that 38% of breast cancers could be avoided by changes to lifestyle\*, Walk the Walk are passionate about encouraging the importance of maintaining a healthy weight, which includes daily activity and healthy eating. Joining a Walk the Walk challenge, for many, is often the first step to making important life changes.

Organiser and founder of Walk the Walk Worldwide, Nina Barough CBE, says, “The MoonWalk is such an exciting and unique experience that unites thousands of likeminded people in a common bond. Women and men who not only want to achieve a personal goal, but also want to make a tangible difference for those with breast cancer. Over the past 20 years the funds raised at the MoonWalk London have funded ground- breaking research and helped to shape the way that primary cancers are treated. We now want to do the same for secondary cancers. This night is awe inspiring for every MoonWalker”

To find out more about how the money is used and other Walk the Walk challenges, visit the website **walkthewalk.org**

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

**For media enquiries only, please contact:**

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\*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:**

**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 £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 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.