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**PRESS RELEASE**

**‘Cowboy up’ and decorated bras at the ready –**

**it’s The Wild West MoonWalk London…. Yeehaw!**

A local team/woman/man (INSERT NAME) from (INSERT YOUR TOWN/CITY/VILLAGE) is preparing to pound the pavements of the Capital City wearing a specially created cowboy hat and the Walk the Walk trademark decorated bra, as they take part in the 21st MoonWalk London. Raising money and awareness in the continued fight against breast cancer.

Organised by breast cancer charity Walk the Walk, this, the original night time walking challenge, is back on Saturday 12th May. 15,000 women and men will transform into cowboys and cowgirls as they ‘saddle up’ with their posse of friends and family, to stride past some of London’s most iconic landmarks. St Paul’s Cathedral, Big Ben, the London Eye and Buckingham Palace, are just a few of the spectacular sights that feature on this unique route.

Starting and finishing at Clapham Common, (INSERT NAME/TEAM) will take on a (13.1 + 2 MILES OR 26.2 MILES) challenge. Also joining this spectacular night is the world-renowned Dolly Parton tribute, performed by Kelly O’Brien who, as walkers gather for their warm up before setting off on their challenge, will be leading what is planned to be the largest-ever line dance in the UK!

(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.”

Walk the Walk has raised more than £121 million since 1996, and as a grant making charity has funded both research into breast cancer and helped improve the lives of those living with cancer now.

Founder of Walk the Walk, and organiser of The MoonWalk London, Nina Barough CBE, said: “Walk the Walk is all about raising money, raising awareness, getting fit, and having fun!  The charity has come a very long way in our 21 years, not only encouraging people to become fitter and healthier, but it has also played an important part in funding some of the groundbreaking advancements we have seen in the treatment and diagnosis of breast cancer.

Now we need to set our sights on finding a cure for breast cancer, so that everybody has a chance of survival. This is why it is so important that we all keep on Walking the Walk - it is only with each person uniting together and doing their little bit, that our goal will become a reality.”

**Don’t miss The MoonWalk London, Saturday 12 May. Unite with us and show your support by Power Walking through the Capital at Midnight wearing your uniquely 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)

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 2018**

* Saturday 12th May 2018, Clapham Common
* Two walking challenges are available: Half Moon (13.1 + 2 miles) or Full Moon (26.2 miles)
* This year’s theme is “Wild West London”
* 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)

**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 £121 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 annually grants funds smaller organisations working on the front line of cancer such as Helen Rollason Cancer Charity, Tenovus Cancer Care, The Christie, Cancer Kin, FACT and others, who have all received funds in the past enabling 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.