****

**PRESS RELEASE**

**Yee-bra! Local Challenger joins 15,000 cowgirls and cowboys to complete The MoonWalk London!**

[INSERT NAME] from [INSERT TOWN] has completed a fundraising event with a difference wearing a Wild West themed decorated bra and cowboy hat to complete The MoonWalk London.

15,000 women and men joined in the fun as they took part in the 21st MoonWalk London, walking through the streets of the capital at Midnight, raising money for grant-making breast cancer charity, Walk the Walk. Over £3 million had been raised before one step was even taken. Literally lining up to beat cancer, walkers also took part in what is thought to be the largest ever line dance in the UK, before setting off on the original and best night time walk.

[INSERT NAME] took on a [13.1 plus 2 miles/26.2 miles] challenge which passed London’s most iconic landmarks, many of which were lit up pink in honour of The MoonWalk, including the Coca-Cola London Eye, HMS Belfast, Waterloo Bridge and County Hall.

[INSERT NAME] said:

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

Walk the Walk has raised more than £124 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.

Walk the Walk Founder and Chief Executive Nina Barough CBE said:  "It was an empowering, energetic, fun night when all ages from their eighties to younger walkers of 13 have come together in a common cause. The MoonWalk isn't just another walk, it's an experience, it introduces people to a lifestyle. It makes people aware of their own potential for good health and raises huge amounts of money. By Midnight on Saturday, Walk the Walk had raised over £3 million and I think that's phenomenal. It was amazing to see everybody out there in their cowboy hats and now wearing their Sheriff medals. I really can't say more than it was a wonderful, wonderful event!"

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

**The MoonWalk London 2019 is on Saturday 11 May, sign up now:** [**www.walkthewalk.org**](http://www.walkthewalk.org/)

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

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

**Claire Duncan** [**claire@walkthewalk.org**](mailto:jennifermc@walkthewalk.org)  **01483 741430**

**Sally Orr** [**sally@walkthewalk.org**](mailto:sally@walkthewalk.org)  **01483 741430**



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 £124 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.
* ‘The MoonWalk’ is the flagship event of the charity currently held in London, Scotland and Iceland.