

**PRESS RELEASE**

**Local Challenger joins glamorous cast of thousands to complete The MoonWalk Scotland!**

[INSERT NAME] from [INSERT TOWN] completed the iconic MoonWalk Scotland on Saturday 9th June, as Edinburgh was touched by a huge sprinkling of Hollywood Glamour.

A cast of thousands Walked the Walk of Fame through the streets of the capital, at the event organised by breast cancer charity Walk the Walk, with many wearing decorated bras, which could have come straight out of Tinsel Town. All raising money and awareness for breast cancer.

[INSERT NAME] took on a [6.55 miles/13.1 miles/26.2 miles/52.4 miles] challenge which saw Walkers make their way past some of Edinburgh’s most iconic landmarks. These included Edinburgh Castle, Lloyds on the Mound, Arthur’s Seat, Calton Hill and St Giles Cathedral, many of which were lit up pink in their honour.

[INSERT NAME] said:

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

A special feature for 2018 was that all the men wore special pink t-shirts, printed with blue checked bras and the message that "men get breast cancer too".

The blockbuster event has already raised almost half a million pounds, with more expected to come in over the coming months, adding to the £20.5 million raised since The MoonWalk Scotland started in 1996.

Most of the money raised from The MoonWalk Scotland stays in Scotland to help improve the lives of people with cancer now.

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

"It was an Oscar winning night – it was fabulous! During the afternoon, it was touch and go because of the very dramatic weather patterns coming in. Everyone was arriving, saying what torrential rain they'd had but it did not touch us. People were smiling and it was just a really joyful night. Everybody was there for a personal reason, but when it comes down to it – it's knowing that while you are all there for your personal reason, you are also all joining together to raise money for something which is so important".

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

For more information, and to register your interest for The MoonWalk Scotland 2019 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:**

**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 £125 million.
* As a grant-making charity, all funds are raised for Walk the Walk are 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 Forth Valley Royal Hospital in Larbert. A grant was also made towards the Lanark Centre in the grounds of Monklands Hospital in Airdrie. Maggie's Centres offer support to people diagnosed with all types of cancer, as well as providing emotional support for their families.
* 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 57 Scalp Coolers in 26 Scottish hospitals.
* 'The MoonWalk' is the flagship event of the charity currently held in London, Scotland and Iceland.