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**PRESS RELEASE**

**These bras were made for walking! Local team/woman/man challenger completes iconic MoonWalk London challenge!**

A local team/woman/man (INSERT NAME) from (INSERT YOUR TOWN / CITY/VILLAGE) has completed a fundraising event like no other, wearing a disco-themed decorated bra to complete The MoonWalk London on Saturday 11 May.

Thousands of women and men joined in the fun, walking through the streets of London at Midnight, raising money for grant-making breast cancer charity, Walk the Walk. The MoonWalk London celebrated its 22nd year in style, with almost £3 million being raised before the Walkers had taken their first step.

(INSERT NAME) took on a (15.1 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 Battersea Power Station, the Coca-Cola London Eye, and the IMAX.

Taking on huge personal challenges, Walkers from not only the UK, but all over the world, were applauded and supported along the route, as the whole city united together raising money and awareness to fight breast cancer.

(INSERT NAME) said: “INSERT YOUR PERSONAL QUOTE INCLUDING YOUR HIGHLIGHT FROM THE MOONWALK LONDON AND WHY YOU TOOK ON THE CHALLENGE.”

**Founder of Walk the Walk, and organiser of The MoonWalk London, Nina Barough CBE, said**: “What a wonderful night, £2.8 million raised before anyone had even taken a step out of the park. Just a really magnificent start to the event, leading into the most beautiful, beautiful day. The sun shone and we had lots of happy finishers. A really fantastic MoonWalk.”

Walk the Walk has raised more than £130 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.

**For more information about Walk the Walk and The MoonWalk London, and to register interest in next year’s event, go to** [**www.walkthewalk.org**](http://www.walkthewalk.org)

# 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:**

**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 £130 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 MoonWalk’ is the flagship event of the charity currently held in London, Scotland and Iceland.