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 PRESS RELEASE

**Local fundraisers walking towards raising £1million!**

(Name / Team) from (Your Town / Village)

is in training to take on a challenge like no other by taking part in the first **Virtual MoonWalk London** on **15 May 2021**. Thousands of walkers from towns and villages across the UK and indeed the world, will be Power Walking 6.55 miles/ 13.1 miles/ 26.2 miles/ 52.4 miles and together raising **£1 million** for cancer causes.

**Nina Barough, Founder and Chief Executive of Walk the Walk, organisers of the MoonWalk said**: “Due to the continuing uncertainty caused by Covid-19, and given that many of our fundraisers and supporters are in a high risk group, Walk the Walk has taken the decision for the health and safety of all its supporters and fundraisers to create the first Virtual MoonWalk London experience.

Our mission is to not only create a unique, fun and wonderful event that unites people in energy and spirit, but by coming together we want to raise £1 million of much needed funds. Due to the devastating impact that Covid-19 has had on those living with cancer, this will allow us to continue providing vital support where it is needed most, to frontline cancer services. We know that many people doing a little bit can be a powerful force …so let’s generate that power in true Walk the Walk spirit!”

(Name) said:

(Add your own quote here - **Suggestions of what to include in your quote:**

* Why you are taking on the Virtual MoonWalk London and what does it mean to you?
* Why you are committed to helping to raise £1 million?
* How you’re preparing for the challenge?
* Do you or one of your Team have a story to share?)

To support (Name/ Team) visit this sponsorship page. Click or tap here to enter text.

To sign up for The Virtual MoonWalk London or to make a donation go to [walkthewalk.org](http://www.walkthewalk.org)

Meanwhile look out for MoonWalkers on **May 15th**, we will all be wearing the unique Walk the Walk ‘Bra T-shirts’, and creating an inspirational movement all across the country!

Walking has often been described as almost the perfect form of exercise. It can build overall fitness at any age, help maintain mental and physical wellbeing, including weight loss, as well as being a great aid to prevention against disease. With gyms and leisure centres forced to close during the pandemic, many people have started walking for the first time, and realising not only how much they enjoy it, but the many benefits that it holds. Walking is one of the most flexible forms of exercise around – just step out of your front door and go!

Whilst The MoonWalk is traditionally held overnight, as Walk the Walk is not there to look after everyone, this year there will be various start times during the day, to be confirmed closer to the date. All Walkers and supporters should observe government social distancing guidelines during their Virtual MoonWalk.

**Please take action**

If you or someone you know has any symptoms that might be linked to breast or other cancers, don’t wait, visit your doctor now… [early diagnosis](https://walkthewalk.org/about-us/breast-health) can improve cancer outcomes by providing care at the earliest possible stage.

Download free to use images [HERE](https://walkthewalk.org/media/8153/the-virtual-moonwalk-london-image-1.zip)

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**Contact the Walk the Walk PR Team for more information:**

**Sally Orr** **sally@walkthewalk.org**  **07796 080675**

**Jennifer Broh**  **jennifer@walkthewalk.org**  **07974 107999**

**Notes to Editors:**

**The Virtual MoonWalk London**

* Saturday 15th May 2021
* Four different walking challenges to choose from: **6.55 miles** (New Moon) **13.1 miles** (Half Marathon)

**26.2 miles** (Full Marathon) **52.4 miles** (Over The Moon Ultra)

* There will be a number of start times throughout the day TBC
* Entrance fee £35 for all adults (receiving full event pack). £15 for under 12’s taking on the 6.55 miles New Moon (receiving medal only)
* Minimum age for the Half Marathon and Full Marathon is 13 years old on event day
* Minimum age for Over the Moon Ultra – Back to Back Marathon is 18 years old on event day
* Over The Moon participants are asked to raise a minimum of £200 in fundraising. Other Walkers are asked to raise a minimum of £100
* All Walkers other than those under the age of 13 will receive a Walk the Walk Bra T-shirt, a bra to decorate, a unique event cap, a space blanket, a downloadable walker number, Training Plans and safety advice for taking on the challenge, regular emails and full support throughout the lead up to and on the event day. A congratulations certificate and a medal on proof of completion.
* Sign up now at [walkthewalk.org](http://www.walkthewalk.org)

**Walk the Walk**

* Walk the Walk is a grant-making health charity, specialising in promoting the benefits of Walking as an important part of cancer prevention as well as for overall mental health and physical wellbeing
* Walk the Walk raises funds by creating and organising a variety of walking and trekking challenges across the world
* HRH The Prince of Wales is the official Patron of Walk the Walk
* During the restrictions placed on events due to Covid-19 Walk the Walk has been forced to look at creating alternative and exciting Virtual events in order to keep people walking and healthy, as well as raising vital funds. This includes the first Virtual MoonWalk London
* The MoonWalk is Walk the Walk’s flagship event, held in London, Scotland and Iceland, with women and men taking on their overnight walking challenges wearing brightly decorated bras to raise awareness.
* Walk the Walk has raised more than £133 million since it walked its first challenge in 1996
* The funds raised are granted to charities and organisations across the UK where it can achieve the most good, as well as funding Walk the Walk’s own projects.
* Evidence now shows that being active and lifestyle choices are important factors in prevention against cancer and other diseases.
* At this time funds are granted to research into secondary cancers and to also support front line services and the impact that Covid-19 has had on those living with cancer
* Visit [walkthewalk.org](http://www.walkthewalk.org) for updates about all Walk the Walk’s virtual fundraising events and to make a donation.

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