

PRESS RELEASE

**Local fundraisers Walk to a disco beat, as they unite to raise £1 million!**

(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 Scotland** on **12 June 2021**.

Whilst walkers may not be uniting in Holyrood Park and swathing Edinburgh in pink for this year’s MoonWalk, they will be taking its kaleidoscope of colours and funky disco theme far and wide, as people of all ages and abilities step out into towns and villages across the UK. With four different Power Walking distances - 6.55 miles/ 13.1 miles/ 26.2 miles/ 52.4 miles - there really is something for everyone, from the absolute novice to the ardent walker, all Walking towards raising **£1 million** for cance.

**Nina Barough, Founder and Chief Executive of Walk the Walk, organisers of the MoonWalk said**:

“The MoonWalk Scotland is such an iconic highlight of Walk the Walk’s year, creating an incredible buzz across Edinburgh and filling the streets of the city with colour and fun. For the health and safety of our supporters and fundraisers, we’re unable to meet at Holyrood Park this year, but Covid-19 cannot stop cancer, and it’s not stopping us. I’m just so excited that we are gathering such wonderful support and supporters are uniting in their own areas, for our first daytime Virtual MoonWalk Scotland.

We are thrilled that supporters and fundraisers can now walk together in small groups, creating the wonderful camaraderie that brings, and to help 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. Thanks to walkers putting one foot in front of the other, we’ll be able to make more grants to charities like Cancer Support Scotland, who received £20,000 from Walk the Walk to fund their vital online support services.

We know that many people doing a little bit can be a powerful force …so let’s generate that power across Scotland and the UK 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 Scotland and what does it mean to you?
* Why you are committed to helping to raise £1 million?
* Do you or one of your Team have a story to share?)

To support (Name/ Team) visit this sponsorship page.

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

Meanwhile look out for MoonWalkers on **June 12th**, we will all be wearing the unique Walk the Walk ‘Bra T-shirts’, and creating an inspirational movement across the country! Walkers are being encouraged to decorate their disco-themed decorated bras, and attach them to their bum bags as a sign of unity and support as they take on their challenges.

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 own Virtual MoonWalk Scotland.

**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/8156/the-virtual-moonwalk-scotland-images.zip)

**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 Scotland**

* Saturday 12th June 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 Scotland
* 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.