

Nina Barough CBE

Founder and Chief Executive of Walk the Walk



Almost 25 years ago, Nina Barough had a unique fundraising idea, which she turned into a hugely successful charity, raising over **£133 million** to date. Walk the Walk is now the largest grant-making breast cancer charity in the UK.

1996 – Dreams, bras and... breast cancer

- In 1996, Nina had a dream that she was Power Walking the New York marathon in a bra to raise money for breast cancer.
- She had never fundraised before and had no connection to breast cancer.
- Only a few months later, Nina persuaded a group of friends to take part in the New York Marathon in their bras.
- The group raised £25,000, which was granted to Breakthrough Breast Cancer.
- Just weeks later, Nina was diagnosed with breast cancer.
- April 1997 – Nina's friends and family wanted to support her and entered the London Marathon, walking the event in decorated bras, raising another £25,000.
- April 1998 – Nina entered another team for the London Marathon.
- Only half received places, but undeterred, she created a one-off night-time Power Walking Marathon ahead of the official London Marathon.
- The MoonWalk London was born – the first ever mass fundraising event for walkers.



Nina and friends walking the 1996 New York City Marathon



Nina with Walk the Walk Ambassador Harriet Thorpe and comedian Jennifer Saunders at The MoonWalk London

The MoonWalks

- The MoonWalk London continues to attract thousands of women and men every year.
- Walkers take on an overnight Half or Full Marathon walking challenge, wearing Walk the Walk's trademark brightly decorated bras.
- Over the last 23 years, Nina has developed the MoonWalk brand further, in Scotland (from 2006) and Iceland (from 2011).

Hands-on Chief Executive

- Nina is not only the charity's Founder and Chief Executive, she is also the Event Director for the MoonWalks.
- She lives and breathes Walk the Walk and embraces every role at the MoonWalks, by constantly and literally getting her hands dirty – right down to litter-picking!
- Nina has also completed many marathons herself since Walk the Walk started and continues to do so, always wearing a beautifully decorated bra.



Nina Power Walking the 2015 New York City Marathon



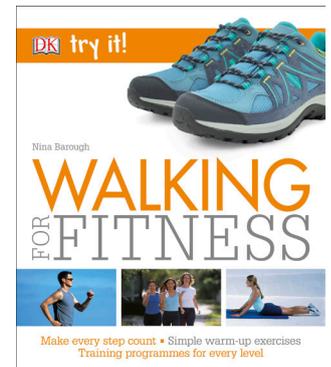
Nina receiving her honorary doctorate

Awards and Recognition

- 2006 - CBE in the New Year Honours for services to healthcare.
- 2008 - Presented with a Pride of Britain Award for Fundraiser of the Year.
- 2008 - Good Housekeeping Woman of the Year Outstanding Achievement Award.
- 2009 - Godmother of the Celebrity Cruise ship Equinox.
- 2016 - Honorary doctorate from Edinburgh Napier University.

Power Walking Expert

- Nina is available for interview and comment as the UK's leading Power Walking Expert.
- Nina is the author of Walking for Fitness (published by Dorling Kindersley, updated January 2017).



Family

- Nina is married to Guy and lives in Berkshire with their 12 year old daughter Raphaëlle.



Nina wearing a bra designed by Zandra Rhodes, alongside MoonWalker Chris

Love walking, Love life!