

PRESS RELEASE

**Local fundraisers take part in the Virtual SunWalk Festival – one festival that will happen!**

(Enter yours/team name) from (Enter your town/village) is taking part in the Virtual SunWalk Festival, created by the MoonWalk organisers, breast cancer charity Walk the Walk.

Joining with walkers from across the UK (Enter yours/team name) will be walking (Enter your distance) to raise money which will be granted by Walk the Walk to support those living with cancer.

With so much continued confusion surrounding summer holidays, this is one festival which will definitely happen, and can go, wherever those taking part go – both home and away…  All participants need do is to pack their walking shoes!

From 31st July to 8th August, people of all ages and abilities will take on a 5K, 10k or a Half Marathon (13.1 miles) challenge.  For the really keen there is the ultimate walking challenge of 100k, which can be completed in one go, or across the week. This holiday challenge will not only keep people fit, healthy and on their toes, but will raise vital funds for those living with cancer, who continue to feel the impact of Covid-19.

Everyone taking part will receive a Walk the Walk DIY downloadable Festival Kit, and each day they will be sent emails containing fun activities, delicious things to cook, along with games and challenges to keep all ages busy and buzzing over the holidays!

Pack the bunting, this is festival time with a difference!

(Enter yours/team name) said: -

(Add your own quote here – suggestions of what to include in your quote: -

* Why are you taking part in the Virtual SunWalk Festival?
* What are your plans for the day/days of your challenge?
* What does taking part mean to you?)

To support (Enter yours / team name), visit (Enter yours/team sponsorship page).

**Nina Barough CBE, Founder and Chief Executive of Walk the Walk** *“The past 18 months has had an impact on all our lives in one way or another, so Walk the Walk’s Virtual SunWalk Festival is just a wonderful opportunity for families, friends, work colleagues, neighbours and everyone you know to finally get together, put up the bunting, create their own Start and Finish, cook up some delicious treats to eat at the end of the walk and have some real summer fun!*

*The impact of Covid on Cancer patients has been devastating so to create a week where people can reach personal goals, have a great time and where every step contributes towards those living with physical and mental anxieties of cancer … Well, it’s the best!”*

To sign up for the Virtual SunWalk Festival or to make a donation go to [walkthewalk.org](http://www.walkthewalk.org)



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

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**Notes to Editors**

**The Virtual SunWalk Festival**

* Saturday 31st July – Sunday 8th August 2021
* 5k,10k and Half Marathon (13.1 miles, 21k) or 100k
* 5k 10k and 13.1 miles to be completed in one go between Saturday 31st July – Sunday 8th August
* The 100k can be completed in one go or by multiple walks
* Walkers receive a DIY Festival Pack, daily emails with fun ideas of things to make and do, a downloadable Celebration Certificate and a medal sent by post
* The cost of entering is £15 – for any distance
* Under 13’s can go free on the 5k and 10k with a fee paying adult
* Walkers are asked to raise a minimum of £50 sponsorship
* Entries are open at [www.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 and 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 £134 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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