



September 2008

Walk the Walk Sportswear Sponsor

After more than four successful years, the sponsorship between Walk the Walk Worldwide, the grant making health charity behind The MoonWalk challenges by the sportswear manufacturer New Balance, has reached a natural conclusion.

Walk the Walk and New Balance have enjoyed a beneficial and successful relationship. They worked closely to develop a specific Power Walking Shoe that has been instrumental in encouraging walkers to appreciate that the right footwear really does make a difference.

Walk the Walk the creators behind the high profile MoonWalk and SunWalk challenges, has been a grant making charity since 1998 raising in excess of £44 million for vital breast cancer causes, an effort which has been officially recognised as Nina Barough Founder and Chief Executive was awarded Fundraiser of the Year at the 2008 Pride of Britain Awards.

Walk the Walk have also been fundamental in promoting the popularity of Power Walking as a sport and to date have seen almost 200,000 women, men and children sign up for their challenges, of course their signature trademark of walking in bras never ceases to amuse and inspire all.

Walk the Walk Founder and Chief Executive Nina Barough comments: *'I can not thank New Balance enough; it has been a wonderful partnership. We are now looking forward to finding a new organisation that can benefit from the development and growth that has been achieved in this section of the footwear market. Walk the Walk has big plans for the future which is going to offer exciting opportunities for any potential sponsor.'*



Stuart Howarth, UK & Ireland Marketing Manager New Balance *"Walk the Walk is a fantastic charity, run by a dedicated team and lead by equally fantastic and inspirational leader, Nina Barough. New Balance has great memories of working with this team and feel we have been able to support each other to grow together, and importantly raising a lot of money to fight breast cancer. I wish the charity and all those that work there the greatest success for the future."*

Notes to the Editor

Walk the Walk

- For more information on Walk The Walk worldwide, go to www.walkthewalk.org or write to Walk The Walk Worldwide, Brook House, 88-100 Chertsey Road, Woking, Surrey, GU21 5BJ.
- HRH Prince Charles is the Official Patron of Walk The Walk Worldwide.
- WTW has raised over £40million to date for vital breast cancer causes.

For further press information please contact Briony or Elizabeth at KTB PR on 0207 924 7214 or email briony@ktbpr.com / elizabeth@ktbpr.com



Notes to the Editor

- For more information on Walk The Walk worldwide, go to www.walkthewalk.org or write to Walk The Walk Worldwide, Brook House, 88-100 Chertsey Road, Woking, Surrey, GU21 5BJ.
- HRH Prince Charles is the Official Patron of Walk The Walk Worldwide.
- WTW has raised over £44million to date for vital breast cancer causes.
- For further information please contact Briony at KTB PR 0207 924 7214 / briony@ktbpr.com
- This year, to mark the final year of sportswear sponsorship, New Balance worked with Nina Barough to create the latest 882 style power walking shoe. The shoe was designed specifically with Power Walkers support and comfort in mind and a percentage of every pair sold was donated to Walk the Walk Worldwide.
- For further New Balance information, please contact Emmeline at Canoe Ph: 0203 216 0022 / emmeline@canoeinc.com