

April 2007

the **MoonWalk**[®] edinburgh 2007

Scotland caught by MoonWalk Madness!

Places for the 2nd Edinburgh MoonWalk are now full! 10,000 participants are set to join Lorraine Kelly and Michelle McManus at The Meadows on June 16th 2007.

Last year's inaugural Edinburgh MoonWalk raised in excess of £1.7 million making it one of Scotland's most successful fundraising events. Most of this money raised by the health charity Walk the Walk will stay in Scotland and grants totaling almost £7,000 have already been made to Maggie's Centre's, The Breast Cancer Institute and Breast Foot Forward. With an extra 2,000 people signed up this year, The Edinburgh MoonWalk is due to be even more successful in 2007!

The MoonWalk is no ordinary marathon, it starts at midnight and all participants wear brightly decorated bras to create what has been described as, "the mardi-gras of marathons"! Thanks to Walk the Walk Worldwide, women and men have been raising money by power walking marathons in decorated bras the world over, from Peru to Paris, New York City to Dublin.

Nina Barough founded Walk the Walk in 1996 after power walking the New York City marathon and since then the charity has continued to grow, raising over £27 million for breast cancer research and cancer care. Nina received a CBE for her fundraising achievements in this years New Years Honours list.

MoonWalk madness has taken hold in Scotland as individuals and groups are now in MoonWalk training across the country. An entire Doctor's surgery in Glenrothes, Fife are training hard and many gyms and fitness centres have even adapted some clients' fitness programmes to include special power walking sessions.

Chirene Boudissa, a fitness instructor at Bowfield Country Club, Renfrewshire is training a class of six ladies in preparation for the MoonWalk. *'It's a real joy to be able to make a difference to people's lives. Not only by helping the ladies to improve their fitness but also by raising money for such a good cause. We're all really looking forward to the event'.*

For further information about Walk the Walk and all their events please visit www.walkthewalk.org

For further press information contact: Sophie Sheridan or Julia Wall-Clarke on 020 7924 7214 or email sophie@ktbpr.com or Julia@ktbpr.com.



Notes to Editor:

- The 2nd Edinburgh Moonwalk takes place on 16th June 2007.
- HRH Prince Charles is the Official Patron of Walk the Walk Worldwide.
- 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.
- WTW has raised over £27million to date for breast cancer research and cancer care charities.
- Walk The Walk's 2007 Calendar of Events:
 - Playtex MoonWalk (Hyde Park, London) – 19th May
 - Edinburgh MoonWalk – 16th June
 - The SunWalk (Bristol) – 8th July
 - The Great Scottish Half Marathon – 2nd September
 - The Hydro Active Challenge London, Liverpool and Birmingham – 16th September
 - The Great North Run – 30th September

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