

May 2008



the *Playtex*® **MoonWalk**® london

## IT'S TIME TO WALK THE WALK!

The iconic Playtex MoonWalk will be returning on Saturday 17<sup>th</sup> May, 2008 to London's Hyde Park, for its 11<sup>th</sup> consecutive year. 15,000 enthusiastic women and men will don elaborately decorated bras to Power Walk 26.2 miles through moonlit London, raising funds for vital breast cancer causes.

Walk The Walk, the grant making health charity behind The Playtex MoonWalk has raised in excess of £40 million for vital breast cancer causes to date. In 2008, the charity is aiming for The Playtex MoonWalk to raise more than £6 million, almost £1 million more than last year's event.

This year the theme of the night is Bollywood meets Rock and Roll and is expected to inspire the imagination of all Power Walkers as they prepare their bra's for the challenge.

Many famous faces have taken part in The Playtex MoonWalk in the past and this year Nicky Hambleton-Jones, Suranne Jones, Mikyla Dodd, Rani Price and Dr Rosemary Leonard will all be putting on their walking shoes to join the masses. Nick Knowles will be the main host of the evening, helping to entertain and motivate walkers on the night.

Walkers travel from all over the world to participate, each with their own personal story of why they are taking part, many of the walkers will be celebrating the lives of loved ones. Before setting off, the 15,000 walkers will gather together in the famous pink tent to celebrate their unity and enjoy the electric party atmosphere. Filled with music, dancing and stretching, it is the perfect way to start the night off in style.

Nina Barough CBE, Founder and Chief Executive of the charity commented: "*Walk the Walk is very exciting to be entering the second decade of The Playtex MoonWalk in London. In the past 10 years we have been able to make an important contribution to the lives of people with breast cancer and have encouraged many to lead healthier lifestyles as a form of preventive health. We have ambitious plans for the future, so watch this space!*"

Since 1996, more than 160,000 passionate Power Walkers have walked over three million miles for Walk the Walk – the equivalent of trekking to the moon and back more than six times. Since the events formation eleven years ago, The Playtex MoonWalk has established itself as a firm feature on London's bustling events calendar with the 2008 walk set to be the biggest yet.

### **NOTES TO EDITORS**

- For more information on Walk the Walk worldwide, go to [www.walkthewalk.org](http://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.
- **Walk The Walk's 2008 Calendar of Events includes:**
  - Playtex MoonWalk (Hyde Park, London) – 17<sup>th</sup> May
  - Edinburgh MoonWalk – 14<sup>th</sup> June
  - The SunWalk (Bristol) – 6<sup>th</sup> July

For further press information please contact Julia or Briony at ktb PR on 0207 924 7214 or email [julia@ktbpr.com](mailto:julia@ktbpr.com) or [briony@ktbpr.com](mailto:briony@ktbpr.com).

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