

Entries Open For Moonlit 10th Birthday Celebrations

On Monday 16th October 2006 entries will officially open for WalkTheWalk's 10th Anniversary **Playtex MoonWalk**, which will be held on Saturday 19th May 2007.

The announcement of entries opening coincides with National Giving Week (16th – 22nd October), where WalktheWalk is the sole breast cancer charity participating in this year's 'Give It Up' initiative.

15,000 participants will race to secure a place at next year's moonlit, bra-clad, power walking marathon, and set themselves a new challenge for 2007. To celebrate a decade of moonwalking, there will be an exclusive prize for the 100,000th participant entering the Playtex MoonWalk. Once again London's Hyde Park will play host to the special birthday event which will take place on Saturday 19th May 2007. The event promises to be more spectacular than ever, with an electric atmosphere and more of a focus on a carnival theme.

WalktheWalk is the charity behind this creative and colourful spectacle, a grant funding health charity with a difference. To date they have raised in excess of £25 million for breast cancer research and cancer care, with Playtex MoonWalk participants last year fundraising a staggering £6 million+. The charitable organisation is dedicated not only to promoting power walking for fitness, but raising awareness of breast cancer and encouraging people to adopt a healthy and holistic preventative lifestyle.

Nina Barough, founder of the charity commented: *"It is going to be an amazing year for WalkTheWalk and it really will be the mardi gras of marathons. With everybody's help we will smash our fundraising records!"*

For your chance to take part in the 2007 Playtex MoonWalk please visit www.walkthewalk.org. For further press information please call Sophie at ktb PR on 0207 924 7214 or email sophie@ktbpr.com.

NOTES TO EDITORS

- 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.
- Since 2006 alone WTW has granted in excess of £6m to it's benefiting breast cancer research and cancer care charities.
- Playtex is the title sponsor of The Playtex MoonWalk, for more information about Playtex visit www.playtex.co.uk.
- For more information on National Giving Week (16-22 October 2006) visit www.nationalgivingweek.org.

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