

April 2007

Celebrities Gather For Playtex MoonWalk 10th Birthday

The iconic Playtex MoonWalk will be returning on the 19th May 2007 to London's Hyde Park, to celebrate its 10th Birthday. 15,000 enthusiastic women and men will all wear brightly decorated bras and power walk 26.2 miles around a moonlit London, to raise awareness and money for breast cancer research and cancer care.

There will be more famous faces than ever this year, with over 17 celebrities joining forces, uniting in the fight against breast cancer and supporting Walk the Walk, the grant making charity behind this unique experience. Some of the celebs who will be donning their trainers include, Lisa Faulkner, Kirstie Allsopp, Charlie Dimmock, Kate Garraway, Amanda Burton, Aggie MacKenzie and Ingrid Tarrant.

Walkers will travel from all over the world to participate, many with their own touching stories on how they have been affected by breast cancer and celebrating the lives of loved ones. Over the last 10 years dedicated walkers have been responsible for raising more than £1 million per marathon mile.

In fact, support has been so phenomenal that Walk the Walk has raised in excess of £27 million for breast cancer research and cancer care to date, this year the goal is to crack the £35 million mark.

Nina Barough CBE, Founder and Chief Executive of the charity commented

“Walk the Walk is not just about exercise, walking and training, it's about life – I really hope over the next 10 years more and more people will become aware of their own potential to be both fitter and healthier, and that further advancements are made into the treatment of breast cancer.”

Lisa Faulkner, who lost her mother to cancer when she was 14, said, *“The Playtex MoonWalk is something I had heard about and I've wanted to take part in for ages.*

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The main reason I was so keen to be involved is to help raise awareness, cancer affects everyone - when my Mum passed away nobody talked about cancer, it was very much a taboo subject.”

Since 1996 over 100,000 passionate power walkers have covered a total of 3 million miles for Walk the Walk – that’s the equivalent of trekking to the moon and back 6 times, no mean feat. Over the last 10 years the Playtex MoonWalk has become a major feature on London’s bustling calendar of events and once again this year’s event promises to make history.

NOTES TO EDITORS

- 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 £27million to date for breast cancer research and cancer care charities.
- **Walk the Walk’s 2007 Calendar of Events includes:**
 - 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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the *Playtex*[®] **MoonWalk** london