



## It's 'Strictly Walking' at this year's MoonWalk London

The Playtex MoonWalk will be bringing the glitz of the dance floor to the moonlit streets of central London on 16<sup>th</sup> May 2009 as once again fifteen thousand walkers take to the streets in decorated bras. In its 12<sup>th</sup> iconic year, the theme for this year's Playtex MoonWalk is 'Strictly Walking' and will see men and women Power Walk a marathon, or half marathon, in aid of Walk the Walk, the famous breast cancer charity behind the event.

The Playtex MoonWalk is the only Power Walking charity challenge in the world. Last year the event raised a staggering £5.8 million for vital breast cancer causes providing much needed financial support for our benefiting charities. Walk the Walk is currently making grants to support research and our future, but also towards equipment and facilities for people that have cancer now. Apart from raising money, Walk the Walk is also passionate about encouraging women and men to become fitter and healthier and take control of their own wellbeing.

Walk the Walk is searching for hundreds of enthusiastic volunteers to help keep the walkers on their feet and going in the right direction, to hand out well-deserved sustenance at our legendary pasta party or just to lend a helping hand. Why not give a few hours of time and come and share in the electric atmosphere of The Playtex MoonWalk?

Nina Barough, the Founder and Chief Executive of the charity comments:

*"For fun this year's theme is 'Strictly Walking' so we are expecting the glitz, the glamour and the sequins of the ballroom to be transported to the streets of London. The Playtex MoonWalk has continually grown over the years and we want to generate as much support and encouragement for the walkers as possible. Walk the Walk is not just about walking, it's about life, and we hope to make history once again in 2009 by raising more money than ever before."*

Every year the Playtex MoonWalk has a number of celebrity supporters. Actress, Lisa Faulkner is a committed walker: She said: *"The Playtex MoonWalk is very close to my heart. I lost my mum at 16 to cancer and I have been taking part for the last few years to help raise awareness and much needed funds for this vital charity, This year I will be walking with my sister and two good friends of mine, Angela Griffin and Kate Magowan – although it is always a very emotional experience, we are all looking forward to it and are already discussing bra designs!"*.

### **Interested in volunteering?**

Every volunteer receives a T-shirt, cap, full details of their task and a sponsor form.

Volunteering is a challenge in itself, so we think you deserve to be sponsored, but the decision is yours. We promise you a night to remember! You can register online at:

[www.walkthewalk.org](http://www.walkthewalk.org)

### **Interested in coming along and supporting?**

Come and join in the fun on Saturday and Sunday 16th and 17th May and cheer everyone on their way. The walkers leave London's Hyde Park at around midnight. Visit

[www.walkthewalk.org](http://www.walkthewalk.org) for more details.

### **ENDS**

### **Notes to editor:**

For further information, case studies, spokespeople and photography:

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### **About Walk the Walk**

- Nina Barough, Founder and Chief Executive set up and now runs the grant making, health charity Walk the Walk Worldwide
- Walk the Walk organises The Playtex MoonWalk, The MoonWalk Edinburgh and The SunWalks in Bristol and Newcastle, as well as coordinating teams of women all over the world to Power Walk marathons in their bras
- 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](http://www.walkthewalk.org) or write to Walk the Walk Worldwide, Brook House, 88-100 Chertsey Road, Woking, Surrey. GU21 5BJ
- Walk the Walk has raised in excess of £45 million to date for vital breast cancer causes

### **Walk the Walk's 2009 calendar includes:**

- MoonWalk London - Sat 16th May
- MoonWalk Edinburgh - Sat 20th June
- SunWalk Bristol - Sun 5th July
- SunWalk Newcastle - Sun 19th July