

The Playtex® MoonWalk® 2006

Press Release
11th May 2006

MoonWalk madness about to break

**15,000 bra clad power walkers make final preparations
for annual moonlit marathon, Hyde Park, May 20th**

London's Hyde Park is set to host this years Playtex MoonWalk at which 15,000 people will gather for a moonlit marathon and to raise £6m for breast cancer research and cancer care.

To house the event, the WORLD'S LARGEST TRAVELLING CIRCUS TENT will be erected in Hyde Park. The tent is bright pink, having been made to Walk the Walk's colours, and is sure to cause a bit of a stir on the night. It will be the first time the tent is used and is to be the official MoonWalk tent.

This is the event's 9th year and as always a host of celebrities will once again be taking on this amazing challenge. Setting out to complete the 26.2mile marathon include "LK Today's" Lorraine Kelly, returning for her 4th Moonwalk; singer Beverley Craven; actress Harriet Thorpe; "A Place in the Sun's" Zilpah Hartley and "Flog It's" Paul Martin, who's bra will be decorated with miniature antiques and auction hammers.

The Playtex MoonWalk has raised in excess of £20 million pounds to date for health charity Walk the Walk Worldwide who grant their funds to a number breast cancer research and cancer care charities. Last year's event has already raised over £5.3m and Walk the Walk are hoping to reach their £6m target for 2006's event.

- HRH Prince Charles is the Official Patron of Walk the Walk Worldwide and has prepared a special video message to be played on the night
- The giant pink tent will house a pre-marathon party where 15,000 organic pasta meals will be served and a host of comedians and musicians will entertain the crowds
- The event is hoping to collect to recycle as many as possible of the 77,000 water bottles that will be handed out on the night

Event opens in Hyde Park at 8pm –first start 10.40pm – last start Midnight.

**For all media enquiries contact Gerri Carr or Jemma
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EDITORS NOTES:

1. Playtex is the title sponsor of The Playtex MoonWalk. For more information about Playtex visit www.playtex.co.uk
2. Walk the Walk provide every participant with a Playtex Silica bra, t-shirt, hat, space blanket, pasta meal and full training information.
3. HRH Prince Charles accepted the title of Official Patron of Walk the Walk in April 2005.
4. For more information on Walk the Walk Worldwide, go to www.walkthewalk.org
5. Walk the Walk's 2006 Calendar of Events:

▪	Flora London Marathon	23 April
▪	The Playtex Moonwalk, London	20 May
▪	Dublin Women's 10km	05 June
▪	The Moonwalk, Edinburgh	24 June
▪	The Inca Trail, Peru	13-27 June
▪	Iceland Summer Solstice	21-25 June
▪	The Sunwalk, Bristol	9 July
▪	Nijmegen Challenge, Holland	18-21 July
▪	Hydro Active 5km Challenge	03 September
▪	Great Scottish Half Marathon, Glasgow	03 September
▪	Bristol Half Marathon	17 September
▪	Great North Run, Newcastle	1 October
▪	Great South Run, Portsmouth	22 October
▪	New York City Marathon	5 November
6. Since 2005 alone WTW has granted in excess of £6m to it's benefiting charities.
7. Walk the Walk Worldwide is a grant making charity, raising funds for breast cancer research and holistic cancer care. For more information visit www.walkthewalk.org or write to Walk the Walk Worldwide, Brook House, 88-100 Chertsey Road, Woking, Surrey, GU21 5BJ.