

19<sup>th</sup> May 2007



## 10<sup>TH</sup> BIRTHDAY PLAYTEX MOONWALK CELEBRATIONS GO OFF WITH A BANG!

Tonight, the world's largest pink tent in Hyde Park played host to the 10<sup>th</sup> Anniversary Playtex MoonWalk. 15,000 men and women, including many famous faces, power walked a marathon in the fight against breast cancer supporting Walk the Walk, the grant funding charity behind this unique experience.

Just a few of those who power walked the 26.2 miles around moonlit London in elaborately decorated bras include: Jennifer Saunders, Lisa Faulkner, Kirstie Allsopp, Charlie Dimmock, Nicky Hambleton-Jones, Aggie MacKenzie and Ingrid Tarrant.

In addition this year participants set a brand new Guinness World Record by completing the largest ever simultaneous stretch, smashing the current record of 9,169.

To date Walk the Walk has raised in excess of £27 million for vital breast cancer causes, and this year the goal is to crack the £35 million mark. There is no question that 2007's event will once again raise awareness and crucial funds for breast cancer sufferers across the World.

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. 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."*

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."*

**- MORE -**

**NOTES TO EDITORS**

- ❖ For more information on Walk The Walk worldwide, go to [www.walkthewalk.org](http://www.walkthewalk.org)
- ❖ HRH Prince Charles is the Official Patron of Walk The Walk Worldwide.
- ❖ WTW has raised over £27million to date for vital breast cancer causes.

**Walk the Walk's 2007 Calendar of Events includes:**

- The Playtex MoonWalk -May 19<sup>th</sup> 2007, London
- The Rock 'n' Roll Marathon -June 3<sup>rd</sup> 2007, San Diego
- Flora Women's Mini Marathon -June 4<sup>th</sup> 2007, Dublin
- The Inca Trail -June 13<sup>th</sup>-17<sup>th</sup> 2007, Peru
- The Edinburgh MoonWalk -June 16<sup>th</sup> 2007, Edinburgh
- Iceland Summer Solstice - June 23<sup>rd</sup> 2007, Iceland
- The SunWalk -July 8<sup>th</sup> 2007, Bristol
- Nijmegen Marches - July 17<sup>th</sup>-20<sup>th</sup> 2007, Holland
- Great Scottish Half Marathon -September 2<sup>nd</sup> 2007, Glasgow
- Bristol Half Marathon -September 9<sup>th</sup> 2007, Bristol
- Hydro Active Challenge -September 16<sup>th</sup> 2007 (London, Birmingham, Liverpool)
- Great South Run -September 28<sup>th</sup> 2007, Portsmouth
- Great North Run -September 30<sup>th</sup> 2007, Newcastle
- ING New York City Marathon -November 4<sup>th</sup> 2007, New York

For further press information please contact Sophie or Ben at ktb PR on 0207 924 7214 or email [sophie@ktbpr.com](mailto:sophie@ktbpr.com) or [ben@ktbpr.com](mailto:ben@ktbpr.com).

the *Playtex*<sup>®</sup> **MoonWalk**<sup>®</sup> london