

the SunWalk® newcastle 2008

ICE HOCKEY STAR GIVES HALF MARATHON TRAINING THE SHARP EDGE

Training took a new twist for Deb Kelly, one of the 3,000 expected to take part in a new charity Power Walking challenge for the city, when Mobilx Newcastle Viper Ice Hockey player Jez Lundin agreed to come onboard as her personal trainer for the event.

Deb, who is a big fan of the Mobilx Viper Ice Hockey club and currently volunteers as the children's zone co-ordinator for the team, has already lost three and a half stone thanks to her new training regime set by Jez Lundin. And she aims to lose two more by September when The SunWalk Newcastle takes place.

"The Vipers have a pretty punishing training schedule to keep them fighting fit for their regular fixtures," she says. "The impact it's made so far has been fantastic. I never thought I would ever be able to walk a half marathon but with Jez's exercise and dietary tips I'll be in perfect shape for The SunWalk."

Deb, who is an occupational health nurse at Kerry Foods in Durham, will be just one of thousands of women, men and children taking to the streets of the city for The SunWalk Newcastle on Sunday 7th September, and many of those taking part will be donning spectacular, decorated bras – a trademark of the charity!

"I also plan to get a local print company, Surface Ink, to design a viper bra to attract attention and help thank the Vipers for their support," says Deb. "I am a really passionate person and relish this challenge, but my main aim is to make it fun!"

Deb is a new supporter of Walk the Walk, the grant making health charity behind The SunWalks and the famous midnight MoonWalks, however, her reason for doing the SunWalk resonates strongly with the charities beliefs. In addition to fund raising, Walk the Walk is passionate about encouraging women, men and children to become fitter and healthier, taking more responsibility for their own wellbeing as a vital part of prevention of cancer.

Deb explains: "One in nine women in the UK will develop breast cancer at some point in their life, and I want to do what I can to try and reduce that risk. I feel that taking

up Power Walking and adopting a healthy diet is definitely a step in the right direction.”

Walk the Walk's Chief Executive and Founder Nina Barough comments: “It's great to have the support of local sports teams like the Vipers and the Magpie's ladies, who helped us launch SunWalk Newcastle, as they really help raise the profile and popularity of the event.”

“We're also absolutely delighted to have Deb supporting our charity and using SunWalk Newcastle to help reach her own personal fitness goals too. Power Walking is one of the easiest and most enjoyable ways to get fit and stay healthy, and is accessible to all. You don't need expensive equipment or a gym membership and the best news is that a brisk 20 minute walk will burn 100 calories, which is the same as 16 minutes of aerobics or 10 minutes of swimming, but easier to fit into your life.”

“At Walk the Walk, we really do think that keeping fit and in good physical shape is essential to overall wellbeing, and so urge as many people as possible to take part in the event, whether they have been affected by breast cancer or not. Like Deb, I had little connection to breast cancer when I started the charity but ended up being diagnosed with the disease shortly afterwards. As a result I know first hand what a difference the support and money raised by charities such as ours can make, so please sign up to do your bit.”

Deb's employers, Kerry Foods are also keen to do their bit to support both her and Walk the Walk and are making a £250 donation to her fund raising efforts.

The SunWalk Newcastle at Exhibition Park follows in the footsteps of its sister event in Bristol which last year saw 2,500 people Power Walk to raise nearly £¼ million. This year's event in Newcastle, which is expecting to draw 3,000 Power Walkers is aiming to raise a similar amount.

People of any age and fitness level can sign up to take part as SunWalk Newcastle offers something for everyone with distances of 5km, 10km and a half marathon for those looking for more of a challenge.

To take part in The SunWalk Newcastle, please visit www.walkthewalk.org. Enter online on the website, download an entry form or alternatively pick up at entry form from in store - please visit the website to find a list of stockists.

The charity is also looking for enthusiastic and dedicated volunteers to carry out essential tasks at The SunWalk Newcastle such as giving out water, driving one of their support vehicles, giving out medals or being a marshal on the route. The volunteer team is vital to the success of the event, so is another great option for those who want to support the event.

Those keen to volunteer should ring the Walk the Walk on 01483 741430 and ask for Sally B or Jenn, or e-mail volunteers@walkthewalk.org

Note to editors:

To arrange a direct interview with Deb Kelly or Nina Barough of Walk the Walk contact Melita Swan or Kelly Davis at Bray Leino PR on 0117 973 1173 or email mswan@brayleino.co.uk

About The SunWalks:

- Entrants get a choice of distances; 5k, 10k or half marathon
- There are minimum age restrictions for The SunWalks:
 - Half marathon: minimum age of 13 years on challenge day
 - 10k: minimum age of six years on challenge day
 - 5k: no age restriction age 0 – 100yrs
- Applicants are asked to raise a minimum of £100. Applicants under the age of 13 are asked to raise what they can
- Entrance fees: Adults: £26 and children: £18 All participants receive a bra; cap; T-shirt; space blanket and a weather protector
- Children under the age of 13 do not receive a bra, but will receive a T-shirt with a 2008 winning design

About Walk the Walk

- Walk the Walk organises the The Playtex MoonWalk (17th May), The MoonWalk Edinburgh (14th June) and The SunWalk in Bristol (6th July) and Newcastle (7th September), as well as coordinating teams of women all over the world to Power Walk marathons in their bras
- To date the charity has raised in excess of £36 million for breast cancer causes. 2007 saw £8.3 million raised, a record for Walk the Walk
- HRH Prince Charles is the Official Patron of Walk the Walk Worldwide

About Power Walking

- Mile for mile Power Walkers walking at a minimum pace of 4 miles an hour use the same amount of energy as runners.
- Experts have been quoted as saying 'Walking is the nearest thing to the perfect form of exercise'
- Walking at least 45 minutes 4 times a week at pace, you could lose up to 18lbs in a year without changing your diet!