

**DRAFT PRESS RELEASE  
NEWCASTLE**

# the **SunWalk**<sup>®</sup> newcastle 2008

## **BOUNCING BACK WITH SUNWALK**

Lesley Ann Shaw, a mum-of-three who was diagnosed with breast cancer six years ago and had a mastectomy, chemotherapy and radiotherapy, is just one of thousands of women set to get involved in The SunWalk Newcastle this September.

The Power Walk in aid of vital breast cancer causes, which is being held this year for the first time in Newcastle, will see not just women but men and children take to the streets of the city on Sunday 7<sup>th</sup> September. And many of those taking part will be donning spectacular, decorated bras – a trademark of the charity!

And it was bras that inspired Lesley to change her life as following her own difficult experiences of buying lingerie after her mastectomy she gave up nursing and set up Bouncing Back – a store in Hopper Street, Gateshead, providing bras, lingerie and leisure wear specifically for women in similar situations.

“Going to buy bras after my mastectomy was difficult,” said Lesley. “You would hear a lot of whispers and the people in the shops just didn’t know what to do. The only other option was to get mail order bras, which are not ideal as you’re never sure if the fit will be right as there is no consultation.

“So, I thought I would set up my own shop to help women in my situation. Initially the range available was limited but over the years our network of suppliers has grown and we now offer beautiful, pretty lingerie and a range of casual wear as well as other products such as skin care products, suntan lotions and aluminium free deodorants.”

Lesley, who is focused on helping women look their best after surgery, reflected on how the store has become so much more to its visitors than just retail therapy. “When women come in I like to sit them down and have a natter before we go for a fitting and a lot of women really appreciate the chat. As well as selling clothes and giving general advice on cancer, we also host therapists from Coping with Cancer who give customers head massages and aromatherapy sessions.

“For many it’s not only difficult dealing with the disease but hard work living with the aftermath of the treatment. Having somewhere to go where there is unconditional understanding and conversation is very open and honest about the impact of treatment on your femininity is a breath of fresh air for many women.”

Lesley Ann is a staunch supporter of Walk the Walk, the grant making health charity behind The SunWalks and the famous midnight MoonWalks in London and Edinburgh. Not only will she be taking part in the Edinburgh MoonWalk in June - along with her 70-year-old mother Jean who helps to run the shop, she will also be volunteering at the Newcastle SunWalk in September.

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, in their bras of course, to raise nearly £1¼ million. This year's event in Newcastle, which is expecting to draw 3,000 Power Walkers is aiming to raise a similar amount.

Walk the Walk's Chief Executive and Founder Nina Barough said: "We're absolutely delighted to have Lesley supporting our charity. Her story is truly inspirational – not only has she come through breast cancer herself, she is now also dedicated to helping others in a similar situation.

"I know from personal experience how difficult it can be to get back to normal after breast cancer, and the advice, support and practical solutions offered by women such as Lesley really make a difference. I hope that anyone reading her story will be inspired to take part in SunWalk Newcastle to help the thousands of women, men and children affected by family and friends that have breast cancer in the UK."

The SunWalk Newcastle aims to unite people from all generations across the UK who want to set themselves a healthy challenge for 2008. People of any age and fitness level can sign up to take part as the SunWalks offer something for everyone, from a 5km Power Walk to a half marathon for those looking for more of a challenge.

The charity is also looking for enthusiastic and dedicated volunteers, like Lesley, 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.

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

**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](mailto:volunteers@walkthewalk.org)**

**For more information on Bouncing Back, contact Lesley at Bouncing Back on 0191 477 9449 or email [info@bouncingbackbras.co.uk](mailto:info@bouncingbackbras.co.uk)**

**Note to editor:**

To arrange a direct interview with Lesley Ann Shaw or Nina Barough of Walk the Walk contact Melita Swan or Kelly Davis at Bray Leino PR on 0117 973 1173 or email [mewan@brayleino.co.uk](mailto:mewan@brayleino.co.uk)

**More information on The Bristol and Newcastle SunWalks**

- The SunWalk started in 2005 in Bristol with just 600 walkers
- Almost 2,500 people took part in The SunWalk Bristol 2007 raising £250,000
- 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
- Everyone who takes part is given information on how to start Power Walking and get fit, raise money and raise awareness of breast cancer, and advice on decorating their bra!

- Entrance fees: Adults: £26 and children: £18. All participants receive:
  - Bra
  - Cap
  - T-shirt
  - Space blanket
  - 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
- Walk the Walk will again run the T shirt competition where all children under the age of 12 can enter whether they are taking part or not information to be released

#### **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 The Playtex MoonWalk (17<sup>th</sup> May), The MoonWalk Edinburgh (14<sup>th</sup> June) and The SunWalk in Bristol (6<sup>th</sup> July) and Newcastle (7<sup>th</sup> 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 £36million for breast cancer causes,
- 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