

the **SunWalk**[®] newcastle 2008

PUT A SPRING IN YOUR STEP WITH SUNWALK THIS EASTER

If you're worried about eating too much chocolate this Easter, or simply want to get in shape and improve your fitness now that Spring is on its way, why not sign up and start training for SunWalk Newcastle 2008, a new charity Power Walking challenge in September?

Organised by charity Walk the Walk, the event will see thousands of men, women and children Power Walking 5k, 10k or a Half Marathon from Exhibition Park on Sunday 7th September. And not only will they be getting fit and healthy, they will also be raising money for vital breast cancer causes. People of any age and fitness level can take part, and the beauty of Power Walking is that you can progress from being an average walker to a Power Walker in a matter of weeks, making The SunWalk an ideal goal for those wanting to get into the sport.

Already a hit with celebrities such as Cameron Diaz, Teri Hatcher and Nicole Kidman, who have all been spotted Power Walking their way to an A-list body, one of the many benefits of the sport is that anyone can do it, from mums with buggies to fitness fanatics.

Described by experts as the "nearest activity to perfect exercise", those in the know have long used their daily stroll to improve fitness, tone up and lose weight. And if you take the speed up a notch or two, and start Power Walking, there are even more rewards to be seen. Power Walkers can burn up to 300 calories an hour, and mile for mile, walking at a minimum pace of 4 miles an hour, use the same amount of energy as runners. What's more, walking at least 45 minutes four times a week at pace, you could lose up to 18lbs in a year without changing your diet...if you need to that is!

Nina Barough, Walk the Walk's chief executive and founder adds: "Power Walking is one of the few activities that really does work on almost every part of your body from your posture to your muscle tone. It works wonders on defining the shape your legs, lifting your bum and flattening your stomach by strengthening your core muscles, and you can expect to start seeing an improvement to your body profile after just two weeks of walking a minimum of three times a week."

There are longer term benefits associated with taking up the sport too, including reducing the risk of coronary disease, strokes and certain cancers, helping to prevent osteoporosis, and helping to strengthen your immune system if you can find the time to walk for 30 minutes a day. Nina continues: “At Walk the Walk, not only are we passionate about raising funds for vital breast cancer causes, we are also committed to encouraging men and women to become fitter and healthier by taking part in our challenges, as we believe that taking more responsibility for your own wellbeing is a vital part of prevention.”

So what exactly is Power Walking and how do you set about doing it? Nina explains: “Power Walking basically involves walking with your normal stride but at a faster pace. There are four key points to Power Walking of which the most important is the ‘push off’. When walking, a Power Walker pushes off each stride from the toes with a straight back leg for extra strength and stability, and this is where the power comes from. The arm movement is also vital to a power walker’s speed and drive. Both elbows should be at a 90 degree angle, with the arms punching back and forth in a piston-like action.”

Other key Power Walking tips from Nina include:

- Shorten rather than lengthen your stride to increase your speed.
- The front foot should always have a good heel strike and then roll on to the ball of the foot.
- Keep your stride narrow so you’re almost walking in a straight line, putting one foot directly in front of the other.
- Hold your arms at a right angle and move them backwards and forwards from the shoulders, so that your upper body gets a workout too; keep your hands lightly cupped, not clenched, and at waist height. As you step on to your right foot, the left arm moves forward – so that the arms are always swinging in opposition to your feet. Make sure that your arms don’t swing across your body and keep your elbows tucked in.
- Focus your eyes straight ahead about five to six metres away –
- Good posture is essential so try not to lean forward and try keeping your shoulders down and relaxed.
- And don’t forget to breathe – count the number of steps to each in and out breath.

Walk the Walk is currently offering places on SunWalk Newcastle to people from all generations across the UK, and everyone taking part will receive a Power Walking training guide to help them prepare for the big day, so if you want to find out more about this great sport, sign up today.

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.

For further press information please call Kelly Davis or Melita Swan at Bray Leino Public Relations on 0117 9064523 / 0117 9064521 or email mswan@brayleino.co.uk

About The SunWalk:

- 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
- Everyone who takes part is given information on how to 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

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 £37 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
- For more information on Walk the Walk Worldwide, go to www.walkthewalk.org