

**PRESS RELEASE**

**A roaring success as local challenger completes The MoonWalk London!**

[INSERT NAME] from [INSERT TOWN] has completed a challenge with a difference as they donned a decorated bra and partied harder than Gatsby at The MoonWalk London on Saturday 13th May.

The spectacular event marked its 20th year with a Roaring Twenties theme, as 15,000 men and women walked through the streets of the capital at Midnight, raising money for grant-making breast cancer charity Walk the Walk.

The iconic streets of London were filled with Flappers for the first time in almost a hundred years, at the night time event which started and finished at Clapham Common, London.

[INSERT NAME] took on a [13.1 plus 2 miles/26.2 miles] challenge which passed many of London’s most iconic landmarks, including St Paul’s Cathedral, Big Ben, Buckingham Palace and the Tower of London.

[INSERT NAME] said:

“INSERT PERSONAL QUOTE INCLUDING YOUR HIGHLIGHT FROM THE MOONWALK LONDON AND WHY YOU TOOK ON THE CHALLENGE.”

Hundreds of thousands of women and men have taken part in The MoonWalk London since it started. This year, a phenomenal £3.7million was raised before the first step was even taken and donations are continuing to roll in.

Walk the Walk has raised a total of £117 million since 1996. The charity makes grants for ground-breaking research into breast cancer, and to help those living with cancer now.

Nina Barough CBE, Founder and Chief Executive of Walk the Walk said:

“I think our 20th year was certainly marked in style. Our Walkers looked magnificent! The energy of everyone coming together before the walk was electric. And even the early morning rain didn’t really dampen anyone’s spirits. It was the most extraordinary birthday party and it really felt like the end of an era and the beginning of the next part of the story”.

There is still time sponsor [INSERT NAME AND LINK TO FUNDRAISING PAGE].

Entries for The MoonWalk London 2018 are open now www.walkthewalk.org

## For more information, photographs, or to arrange any interviews please contact:

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Created by and in aid of Walk the Walk Worldwide raising money for vital breast cancer causes

Charity Number: SC029572

**Notes to editors:**

**Walk the Walk**

•   Nina Barough CBE, Founder and Chief Executive, set up and now runs Walk the Walk Worldwide.

•   Walk the Walk specialises in fitness and Power Walking challenges.

•   HRH The Prince of Wales is the official Patron of Walk the Walk.

•   As a grant-making charity, all funds are raised for Walk the Walk and then granted to where the charity feels they will do the most good.

•   Walk the Walk funds are granted to projects that not only support research, important to all our future health, but also support a variety of projects that are supporting cancer patients now throughout the UK.

•   To date grants have been made to charities and organisations throughout the UK including Breast Cancer Now, The Breast Cancer Haven, Penny Brohn UK and hundreds of NHS Hospitals and Trusts for which we supply Scalp Cooling Systems.

•   The charity also has a community grant fund which each year grants to smaller organisations. Helen Rollason Cancer Charity, Tenovus Cancer Care, The Christie, Cancer Kin, FACT and others, all receive funds which enable them to continue their work.

•   The charity always aims to work within 25% of its fundraising and to grant 75% of its funds.

• ‘The MoonWalk’ is the flagship event of the charity currently held in London, Scotland and Iceland.