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**PRESS RELEASE**

**Roll up, roll up for The MoonWalk Scotland!**

**Local team/woman/man from (INSERT TOWN) takes on this iconic challenge!**

A local team/woman/man (INSERT NAME) from (INSERT YOUR TOWN / CITY/VILLAGE) is in training to take on a challenge of a lifetime when they/she/he/ takes part in The MoonWalk Scotland on Saturday 8th June. This is not just another walk, this is an incredible achievement, as not only will (INSERT NAME) be walking 6.55 miles/13.1 miles/26.2 miles/52.4 miles, it will be through the night and they/she/he will be wearing Walk the Walk’s trademark decorated bra, showing unity and support for both men and women and our vital breast cancer causes.

It is now proven that 12% of breast cancers could be avoided with making better lifestyle choices that include being regularly active. (INSERT NAME) will be raising awareness and money for the fight against breast cancer and at the same time improving their own heath whilst having fun – what a great exchange!

Now in its 14th year, The MoonWalk Scotland, organised by breast cancer charity Walk the Walk, has to date raised more than £21.3 million. Funds are granted towards the emotional and physical support of those with cancer in Scotland.

With a fun circus theme, Walk the Walk hopes that all walkers and challengers will Roll up …Roll up and be inspired to join the fun as clowns, jugglers and stars of the high wire, as they prepare for one of Edinburgh’s most special of nights. Edinburgh Castle, Lloyds on the Mound, Arthur’s Seat, Calton Hill, and St Giles Cathedral, are just a few of the landmark sights which will be glowing pink on the MoonWalk route, in honour of the fantastic Walkers and Volunteers.

(INSERT NAME) said: “INSERT YOUR PERSONAL QUOTE WHICH MAY INCLUDE WHY YOU ARE DOING THE MOONWALK SCOTLAND, WHAT IT MEANS TO YOU, HOW YOU ARE PREPARING FOR THE CHALLENGE, HOW ARE YOU DECORATING YOUR BRA AND WHAT YOU ARE MOST LOOKING FORWARD TO ON THE NIGHT.”

Founder of Walk the Walk, and organiser of The MoonWalk Scotland, Nina Barough CBE, said:

“The MoonWalk is not just a walk, it’s an experience, that unites men and women, all ages and all abilities, together they achieve something extraordinary and inspirational for themselves, whilst helping those with cancer, where it is needed most.

Many of our Walkers come from other parts of the UK and indeed the world, but with the growing needs for our funds on the front line of cancer, it is vital for us to keep on walking, and to encourage everybody to do their bit by joining us in raising money, raising awareness and to just start Walking the Walk!”

**Don’t miss The MoonWalk Scotland, Saturday 8th June. Power Walk through the streets of Edinburgh at Midnight wearing a decorated bra, as you raise money and awareness for breast cancer charity, Walk the Walk. Sign up now:** [**www.walkthewalk.org**](http://www.walkthewalk.org)

Sponsor [INSERT NAME AND LINK TO FUNDRAISING PAGE].

For more information about our team, call us directly on

(Please insert your contact details here)

# The MoonWalk Scotland Hotline is 00 44 (0) 1483 741430

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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:**

**The MoonWalk Scotland 2019**

* Saturday 8th June 2019, Holyrood Park Edinburgh
* Four walking challenges are available: New Moon (6.55 miles), Half Moon (13.1 miles), Full Moon (26.2 miles), Over The Moon (52.4 miles)
* This year’s theme is ‘Circus’.
* The New Moon costs £32.50 for adults and £18 for Young Walkers aged 10-12
* The cost of entering the Half Moon and Full Moon is £49.50 – minimum age 13
* The cost of entering Over The Moon is £77.50 – minimum age 18. Walkers taking part in Over The Moon are asked to raise a minimum of £350 in sponsorship.
* Walkers taking part in the New Moon, Half Moon or Full Moon are asked to raise a minimum of £100 in sponsorship, with Young Walkers asked to simply raise as much as they can.
* Walk the Walk is the principal funder of the Maggie’s Centre at Gartnavel, Glasgow and Forth Valley Royal Hospital in Larbert. A grant was also made towards the Lanarkshire Centre in the grounds of Monklands Hospital in Airdrie. Maggie’s Centres offer support to people diagnosed with all types of cancer, as well as providing emotional support for their families.
* Walk the Walk has also funded the renovation of Ward 6, a new theatre and renovation of the Mammography Unit at the Breast Cancer Institute at Edinburgh’s Western General Hospital.
* Walk the Walk is committed to providing funding to hospitals across Scotland and the UK to purchase Scalp Cooling systems, special machines which are helping many people undergoing chemotherapy to retain their hair. Walk the Walk has funded 57 Scalp Coolers in 26 Scottish hospitals.

**Walk the Walk**

* Walk the Walk specialises in fitness and Power Walking challenges.
* HRH The Prince of Wales is the official Patron of Walk the Walk.
* Walk the Walk has so far raised in excess of £128 million.
* 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 MoonWalk’ is the flagship event of the charity currently held in Scotland, London and Iceland.