

**PRESS RELEASE**

**Oozing with A-list glamour as Hollywood comes to Holyrood for The MoonWalk Scotland**

A local team /woman/man (INSERT NAME) from (INSERT YOUR TOWN / CITY/VILLAGE) is preparing to pound the pavements of the Capital City wearing a specially decorated bra to raise awareness as they take part in The 13th MoonWalk Scotland.

Starting and finishing at Holyrood Park, Edinburgh, this, the original night time walking challenge, is back on Saturday 9 June, oozing glamour, sparkle, fun and adventure. Organised by breast cancer charity, Walk the Walk, this year they are turning Holyrood into Hollywood as all the challengers ‘Walk the Walk of Fame’ wearing decorated bras created around their favourite film characters.

There will be lights and action as they march past some of Scotland’s most iconic landmarks, including Edinburgh Castle, Lloyds on the Mound, Arthur’s Seat, Carlton Hill and St Giles Cathedral, many of them lit up pink in honour of all the amazing women and men that are prepared to go that extra mile to help those with cancer in Scotland.

The streets of Tinsel town will be transported to Edinburgh, as walkers make their way around the route. Expect flashing lights and paparazzi as participants of all ages take on the stars of the silver screen!

[INSERT NAME] said:

(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 YOU ARE DECORATING YOUR BRA AND WHAT YOU ARE MOST LOOKING FORWARD TO ON THE NIGHT.”

More than 80,000 people have taken part in The MoonWalk Scotland over the years, and every step has helped to raise more than £20.5 million. Most of the funds raised from this unique event stay in Scotland to help improve the lives of those with cancer now. Around 4,600 women and men in Scotland are diagnosed with breast cancer each year\*.

Walkers can take on one of four challenges: The New Moon (6.55 miles, open to people aged 10 and over), Half Moon (13.1 miles), Full Moon (26.2 miles) or Over The Moon (52.4 miles).

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

“Let’s unite and make it happen… Scotland needs everyone to start Walking the Walk for its own good health, but together it also helps us to achieve the amazing work we do for those with cancer. So… for one night only, become a star of the Silver Screen, have fun and really make a difference where it matters.”

**Get glamorous and join the thousands of other A-listers pounding the sidewalks in Edinburgh as you Raise money, Raise awareness, Get fit and Have FUN! Sign up at** [walkthewalk.org](http://www.walkthewalk.org/Home)

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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**Notes to editors:**

**\***Source: Breast Cancer Now, November 2017



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

Charity Number: SC029572

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**The MoonWalk Scotland 2018**

* Saturday 9th June 2018, 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 ‘Hollywood and the Walk of Fame’.
* The New Moon costs £32.50 for adults and £15 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**

* 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.
* Walk the Walk has so far raised in excess of £122 million.
* As a grant-making charity, all funds are raised for Walk the Walk are 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 annually grants funds to smaller organisations working on the front line of cancer such as Helen Rollason Cancer Charity, Tenovus Cancer Care, The Christie, Cancer Kin, FACT and others, who have all received funds in the past enabling them to continue their work.
* ‘The MoonWalk’ is the flagship event of the charity currently held in London, Scotland and Iceland.