



## **Walk the Walk Brings Their Iconic Overnight Marathon, The MoonWalk, to New York City**

### ***Women and Men to Power Walk in Bras for Breast Cancer Causes***

**New York, NY** – In July 2013, Walk the Walk will bring The MoonWalk marathon from the United Kingdom to America for the first time to raise awareness and funds for breast cancer causes. At 10 p.m., on July 20, 2013, thousands of women and men will Power Walk through the city wearing brightly decorated bras to inspire and encourage others to get fit, have fun, and raise money for breast cancer charities in New York.

Presented by Empire BlueCross BlueShield, the overnight marathon through New York City will have an estimated 8,000 participants. The MoonWalk will begin with a participant opening ceremony celebration at Randall's Island. Walkers will then depart on an up to 26.2 mile route, which will weave its way through Manhattan past the city's most iconic landmarks, lit up brightly at night. Additionally, there will be a Half Marathon option to ensure that everyone can participate no matter their fitness levels or abilities.

"One in eight women will be diagnosed with breast cancer this year and we have the opportunity to step out in force and visibly demonstrate our commitment to raising the funds needed to help wipe out this potentially life-threatening disease," said Brian Griffin, President and CEO, Empire BlueCross BlueShield. "Almost every one of us has been touched by breast cancer in some way. That's why Empire is so passionate about helping fight this disease through our sponsorship of The Moonwalk."

The MoonWalk hopes to raise two million dollars in one night, most of which most of which will be granted to Memorial Sloan-Kettering Cancer Center, to help support their Breast Examination Center in Harlem (BECH), one of the first free screening facilities for breast cancer in the country where 80% of the patients are uninsured but guaranteed support and guidance.

"We are deeply grateful that Walk the Walk is bringing The MoonWalk Marathon to New York City to benefit Memorial Sloan-Kettering's Breast Examination Center in Harlem," says Richard K. Naum, Vice President for Development at Memorial Sloan-Kettering. "That such a dynamic and inventive fundraising initiative would support world-class health care for the very population most in need of assistance is a true inspiration to us all."

Since its inception sixteen years ago in London, Walk the Walk, a grant making charity, has engaged over 300,000 participants and has raised over \$126 million dollars to support breast cancer research and those affected by cancer now. Walk the Walk has provided grants to charities such as Breast Cancer Campaign, Penny Brohn Cancer Care, The Breast Cancer Institute, and Maggie's Centres, and has had a significant impact on the work that they do. Walk the Walk is also a proud supporter of Breakthrough Breast Cancer and has helped fund The Generation Study – the largest study of its type that aims to track the health of over 100,000 women over a period of 40 years.

His Royal Highness Prince Charles has been the Patron of this well respected charity since 2004. Over the years many notables have given their support from Paul and Stella McCartney, Sir Richard Branson, to Pierce Brosnan, and designers Swarovski Crystal who created three magnificent bras in celebration of this year's 15<sup>th</sup> anniversary of The MoonWalk London.

"We are all so thrilled to be bringing The MoonWalk to New York City. This is the city where it all began! In 1996, 13 of us proudly Power Walked the New York City Marathon in our bras, and it is just quite amazing to see how far it has come, and how much we have achieved," says Nina Barough, Founder and Chief Executive of Walk the Walk.

Barough and the Walk the Walk team are encouraging New Yorkers to get involved. Applications and entries are available at [www.walkthewalkAmerica.com](http://www.walkthewalkAmerica.com). Participants are encouraged to raise at least \$150.00. For



additional information, please visit [www.Facebook.com/WalktheWalkWorldwide](http://www.Facebook.com/WalktheWalkWorldwide) and follow us at @WalktheWalk.

**About Walk the Walk Worldwide:**

After Founder and Chief Executive Nina Barough was diagnosed herself with breast cancer in 1997, the charity grew to include a wide range of Power Walking marathons and challenges across the globe. Walk the Walk is passionate about encouraging women and men to become healthier through Power Walking and taking responsibility for their own well-being. Walk the Walk organizes Power Walking events such as The MoonWalk London, The MoonWalk Edinburgh Scotland, The MoonWalk Iceland, and The SunWalk London. To date, Walk the Walk Worldwide has raised over \$126 million for vital breast cancer causes.

**About Empire BlueCross BlueShield:**

Serving New Yorkers for over 75 years, Empire BlueCross BlueShield is the largest health insurer in New York supporting nearly six million members and more than 38,000 business, union and small employers in New York. Empire BlueCross BlueShield (Empire) is the trade name of Empire HealthChoice Assurance, Inc., and Empire Blue Cross Blue Shield HMO is the trade name of Empire HealthChoice HMO, Inc., independent licensees of the Blue Cross Blue Shield Association, serving residents and businesses in the 28 eastern and southeastern counties of New York State. Additional information about Empire is available at [www.empireblue.com](http://www.empireblue.com). Also, follow us on Twitter at [www.twitter.com/healthjoinin](http://www.twitter.com/healthjoinin), on Facebook at [www.facebook.com/HealthJoinIn](http://www.facebook.com/HealthJoinIn), or visit our YouTube channel at [www.youtube.com/healthjoinin](http://www.youtube.com/healthjoinin).

**About Memorial Sloan-Kettering Cancer Center:**

Memorial Sloan-Kettering Cancer Center is the world's oldest and largest private institution devoted to prevention, patient care, research and education in cancer. Its scientists and clinicians generate innovative approaches to better understand, diagnose and treat cancer. The Center's specialists are leaders in biomedical research and in translating the latest research to advance the standard of cancer care worldwide. For more information, go to [www.mskcc.org](http://www.mskcc.org).

For press information, please contact:

Natalie Ferro  
LeadDog Marketing Group  
[Natalie@leaddogmarketing.com](mailto:Natalie@leaddogmarketing.com)  
212.488.6565