
Nina Barough



Nina Barough (CBE) is the inspirational founder and Chief Executive of one of the UK's most successful grant-making charities, Walk the Walk. A unique charity which has raised over £83m for breast cancer causes nationwide, providing hospitals, and cancer research and support centres with vital funds.

Nina started her career as a successful fashion stylist, running a production company and travelling the globe. In 1996 Nina and 12 courageous women Power Walked the New York Marathon wearing decorated bras and raised an amazing £25,000, which was then granted to Breakthrough Breast Cancer to contribute to the building of the first dedicated centre for research into breast cancer. At this point Nina had no connection whatsoever with breast cancer.

As fate would have it, in January 1997, only 2 months after the adventure in New York, Nina not only discovered she had breast cancer herself but that it was an aggressive tumour, which she had probably had for about 3 years. Her world was thrown upside down as she had to give up her business and embark on a programme of treatment including a mastectomy, radiotherapy and a 2 year course of Zoladex injections and Tamoxifen.

The 1997 London Marathon was another huge success for the walkers, again raising in excess of £25,000. Only 3 days after the marathon the first Walk the

Walk auction was held, to sell bras specially designed by celebrities such as Paul Smith, Mary Quant, Richard Branson and many more. Only days later Nina was admitted to hospital to begin her treatment.

In the spring of 1998 Nina entered a second team into the London Marathon, but only 25 of the 50 received a place. Not wanting to waste their hard earned fundraising and training, Nina created a one-off Power Walking marathon. The team of 25 grew overnight into 65 and on the eve of the London Marathon, they set off at midnight with the intention of completing their challenge by 7.00 am on the Sunday and passing on the 'baton' in Trafalgar Square to the girls who would be walking the official event. Nina and a girlfriend actually completed both The MoonWalk followed by the London Marathon, a total of 52.4 miles within 24 hours... The MoonWalk was born!

By 1998 it was clear that word was spreading. Nina took the first steps to find sponsors that would help her to fund the setting up of an official charity. The rest, as they say, is history!

Nina has managed to turn a simple idea into a dynamic charity and today Walk the Walk events are iconic, recognised for women and men in brightly decorated bras, uniting to raise money for vital breast cancer causes. Nina's passion for healthy eating and exercise has inspired many others; in fact joining Walk the Walk is often described as a life-changing event. Many people who have never Power Walked or been involved in any sort of exercise become ardent walkers. It appears that Walk the Walk is achieving its goal of encouraging women and men to become more aware of their own potential for healing and for maintaining good health and wellbeing.

Nina's work has been acknowledged with a number of awards:

- In December 2006, Nina received a CBE in the New Year Honors for her services to healthcare
- In September 2008 Nina's fundraising efforts were recognized at the 'Pride of Britain Awards', where she was named 'Fundraiser of the Year'
- In October 2008, Nina was also awarded the Good Housekeeping Women of the Year Outstanding Achievement Award, celebrating her courage, spirit and accomplishments

