



## **MEDIA FACT SHEET**

### The Great Walk to Beijing 2008 *A million steps in the fight against cancer*

#### **What:**

Olivia Newton-John leads a team of stars from sports and showbiz, along with everyday survivors of cancer, in a 21-day extreme challenge to trek along the Great Wall of China from 7<sup>th</sup> April 2008. Their *million steps* journey symbolizes the cancer patient's journey – with extreme physical and emotional challenges.

#### **Why:**

Each step of the walkers' trek can be sponsored at *a dollar a step*, to fight cancer through the Olivia Newton-John Cancer Centre Appeal.

#### **Who will benefit:**

A unique part of the Olivia Newton-John Cancer Centre will be the first Wellness Centre in Australia to be based at a major cancer research and treatment hospital. The centre will provide complementary therapies to support patients on their cancer journey, treating mind and spirit as well as the body. The Wellness Centre is Olivia's special passion with a focus on the whole person and not just the disease.

Cancer patients worldwide will benefit from the Olivia Newton-John Cancer Centre's dedicated research facilities and clinical trials, with the development of future cancer vaccines and therapies through the Ludwig Institute for Cancer Research - which is headquartered in New York. The centre will be the primary site for clinical trials globally.

#### **When:**

The Great Walk to Beijing takes place in April 2008 over 21 days. It will be officially launched in February for you to sponsor your favourite walker at "a dollar a step" on their million steps in the fight against cancer.

#### **Who's supporting the event:**

The Great Walk to Beijing 2008 is headed by Olivia Newton-John who will lead a team of walkers, which will include high-profile celebrities, olympians, everyday cancer survivors, business leaders, corporate partners. The event is brought together by the Olivia Newton-John Cancer Centre Appeal at Austin Health in Melbourne, Australia [www.oliviaappeal.com](http://www.oliviaappeal.com)

#### **Facts about cancer:**

Cancer is one of the leading causes of death in the world and will continue to rise with an estimated 9 million people dying from cancer in 2015, and 11.4 million dying in 2030, according to the World Health Organisation.\*

\*The World Health Organisation Global InfoBase Source Metadata

<http://www.who.int/cancer/en/>

**For more information in the event, visit [www.greatwalktobeijing.com](http://www.greatwalktobeijing.com)**

**For more on the Olivia Newton-John Cancer Centre Appeal visit  
[www.oliviaappeal.com](http://www.oliviaappeal.com)**

**For media enquiries email: [greatwalkmedia@austin.org.au](mailto:greatwalkmedia@austin.org.au)**