

702 Walk The Talk happens virtually on 8 November

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Annual event turns words into action in support of people affected by Covid-19

Talk radio station 702's Walk The Talk event is a well-known highlight on the Johannesburg events calendar. Since its inception 19 year ago, it has grown into the largest mass participation event in the southern hemisphere with up to 60,000 participants. Annually, it inspires a sense of community and camaraderie as people flock to the closed-off streets of Johannesburg. The event also inspired the brand-new 702 positioning: *#LetsWalkTheTalk*.



This year, Covid-19 has put an end to all mass participation events, however 702 is once again calling on people to Walk The Talk with the station.

"We decided to still do the event, but this year we are doing it virtually and in support of those affected by Covid-19. We want to help break the stigma associated with the virus and in support of those who lost loved ones and incomes. We also want to tell the good news stories that came out of the pandemic - the stories of hope and resilience," says Thabisile Mbete, 702 Station Manager.

The 2020 virtual edition of 702 Walk The Talk will happen on Sunday, 8 November 2020, over three distances: 3 kilometres, 5 kilometres and 10 kilometres. All distances are completed at the participant's own pace and in their own space between 06h00 and

18h00 on the day.

"With summer in the air, we see this event as a marker for better things to come. We've made it this far... it's time to chin up, have hope and walk forward together," says Mbete.

People from around South Africa and the world can join the walk in support for those affected by Covid-19 by entering online at www.walkthetalk.co.za. Closing date for entries is Saturday, 7 November, at 17h00.

The entry fee is R60, with a portion of each entry used to donate a mask to charity. Each entry receives a personalised number, certificate and a medal. Entrants can also purchase T-shirts and other merchandise online on the website.

This year it's more than just a walk, it's a way forward. Share your positive Covid-19 story using the hashtag *#CovidHope* on Twitter *@radio702* or leave a voice note on 078 435 3295.

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