

The Walk fitness game: Now available

Every step counts in The Walk, a new fitness app funded by the UK's Department of Health and NHS

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Six to Start and Naomi Alderman today announced the release of The Walk, an all-day fitness tracker combined with a thrilling story and game. The Walk is available for iPhone, iPod Touch and Android devices, and aims to help players incorporate more walking into their everyday lives.

In the game, a bomb explodes in Inverness station and the player's character, Walker, is given a package that could save the world. To stay alive, they'll need to walk — in the real world. The Walk is more than just a great fitness app — it's a way to turn walking into a journey, a challenge, and a rip-roaring adventure.

As the player walks during the day, they'll progress through the games' maps, unlocking immersive audio story clips and mysterious clues. Overall, the game will take three months to complete; long enough to develop a new fitness habit as players virtually travel the length of the United Kingdom.

The Walk was produced with the UK's Department of Health and NHS as part of the Technology Strategy Board's Small Business Research Initiative, with funding used in part to develop a special energy-efficient background motion-tracking system to monitor players' daily walking.

Six to Start and Naomi Alderman are no strangers to the fitness game world, having previously created the world's best-selling smartphone fitness game, *Zombies, Run!*, which now has over 750,000 players who have run over 20 million kilometers in total.

Adrian Hon, CEO of Six to Start, said, "The Walk is a truly unique app. We don't just record your daily steps — we provide the motivation for players to literally go that extra mile, and we're twenty times more affordable than other fitness tracking devices. We also have unique partners in the Department of Health and the NHS, who both recognise the power of apps to improve everyone's people's health and save millions of pounds."

Naomi Alderman, co-creator and lead writer, said, "We already know from *Zombies, Run!* that a great story can motivate people of all fitness levels to move more. I'm particularly proud of the immersive world we've created in *The Walk* - with engaging characters and a gripping story but also a host of maps, newspaper cuttings, audio artefacts and even a comic strip you'll find to help you work out who did plant that bomb in Inverness station, and why. *The Walk* is designed to be addictive, in the best possible way. "

Everyone's daily goals will be different, with *The Walk* adapting to players' fitness levels. Instead of telling players to walk 10,000 steps a day, the app will alter its difficulty based on data it

gathers about players' level of fitness. Ultimately, it's for everyone who's interested in keeping healthy by increasing the amount they walk every day.

The Walk includes a range of rewards, including one for keeping continuously active throughout the day — discouraging unhealthy sedentary behaviour. According to Macmillan Cancer Support, walking more could save 37,000 lives each year, prevent 6,700 cases of breast cancer, stop 4,700 people getting colorectal cancer, and lead to nearly 300,000 fewer cases of type 2 diabetes — in the UK alone.

The Walk is the first smartphone game to be funded and developed with the Department of Health and the NHS and is the first fitness app of its kind to have an immersive story that motivates players to move more. Doing so could save the NHS millions of pounds through lowered hospital and GP visits.

The Walk can be purchased on the App Store at <http://appstore.com/thewalkfitnesstrackerandgame> and on Google Play at <https://play.google.com/store/apps/details?id=com.sixtostart.thewalk>.

Regular price is \$4.99 USD (£2.99 / €4.49). Launches at 20% off discount price of \$3.99 USD (£2.49 / €3.59)

For more information about The Walk visit <http://www.thewalkgame.com>
Images and assets are available at <https://www.thewalkgame.com/presskit/presskit.html>
For further enquiries, email hello@sixtostart.com or call +44 (0)33 3340 7490

Key Facts and Figures

- The first story-based game to motivate people to walk more every day.
- Features an immersive techno-thriller story; it's The 39 Steps meets North by Northwest, by award-winning author Naomi Alderman.
- Just put your phone in your pocket or purse and the app will track every walk and run you take — and map it, too!
- Playable anywhere in the world, at anyone's pace.
- 'Adaptive Fitness' mode continuously updates the game's daily goals to players' individual fitness history.
- Uses new, battery-saving motion-tracking technology.
- Enhanced for iPhone 5s' M7 motion co-processor, providing improved step counting accuracy
- Funded by, and produced with, the Department of Health and the NHS, as part of the Technology Strategy Board's Small Business Research Initiative.

About Six to Start

Six to Start is an independent game developer based in London, specialising in storylike games and game-like stories for the web, smartphones, and real world. We've made worldwide treasure hunts and games involving millions of players for Muse, Channel 4, and the BBC; we've created cutting edge web-native fiction that's won Best of Show at SXSW and been exhibited at the Museum of Modern Art in New York, and we do R&D for companies like Disney Imagineering and Microsoft. Six to Start co-created Zombies, Run! in 2011.

Find out more at <http://www.sixtostart.com>

About Naomi Alderman

Naomi Alderman has a background in literary fiction - her novels including 'Disobedience', 'The Lessons' and 'The Liars' Gospel' have been published in 10 languages, and read on BBC Radio 4's Book at Bedtime. She's Professor of Creative Writing at Bath Spa University and she's won the Orange Award for New Writers - but she also has a genre side. She was lead writer on long-running alternate reality game Perplex City, has made games for the BBC, writes about games for The Guardian and her Doctor Who novel Borrowed Time was published in July 2011. She's the lead writer on The Walk, and her writing team includes transmedia guru Andrea Phillips, fantasy author and TV writer Rebecca Levene and games writer David Bryher.

Find out more at <http://www.naomialderman.com>