

This August 18, the World Walks for What Matters

Never Give Up Day invites people everywhere to unite in a global celebration of perseverance by walking for the people, dreams and causes that matter most.

HOUSTON, TX, UNITED STATES, August 5, 2026 /EINPresswire.com/ -- On [August 18](#), people across continents, cultures and communities will take part in a simple yet meaningful act with extraordinary significance: they will [Walk](#) for What Matters.

As part of [Never Give Up Day](#), the annual international celebration of perseverance and determination, individuals, families, organizations, schools, charities, businesses and cities are being invited to dedicate a walk to the person, dream, purpose or cause they refuse to give up on.

Whether someone walks for a child fighting illness, a parent who sacrificed everything, a lifelong dream, mental health, inclusion, recovery, education, a community, or simply for the strength to keep moving forward, every walk becomes a visible expression of perseverance—and a reminder that the things worth fighting for are also worth walking for.

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Every person has a reason they never gave up. On August 18, we celebrate those reasons—and the people behind them”
Alain Horoit, Founder of Never Give Up Day

Unlike traditional awareness events centered on a single issue, Walk for What Matters embraces every story of resilience. It is a global invitation to celebrate the determination that exists in every family, every community and every corner of the world.

Participants can create or join official walks through the global Never Give Up Day platform, share the story behind their walk, upload photos and connect with others who believe that perseverance deserves to be celebrated—not



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only when extraordinary achievements are reached, but every day people choose not to give up.

From city centers and coastal paths to parks, neighborhoods and rural communities, thousands of walks are expected to take place on August 18, creating a worldwide mosaic of hope, courage and determination.

The initiative reflects the continued growth of Never Give Up Day, which has received official recognition through proclamations from cities across North America and continues to inspire organizations, ambassadors, community leaders and individuals around the world.

Organizers believe that the campaign's strength lies in its simplicity.

Everyone has something that matters.

Everyone has someone worth walking for.

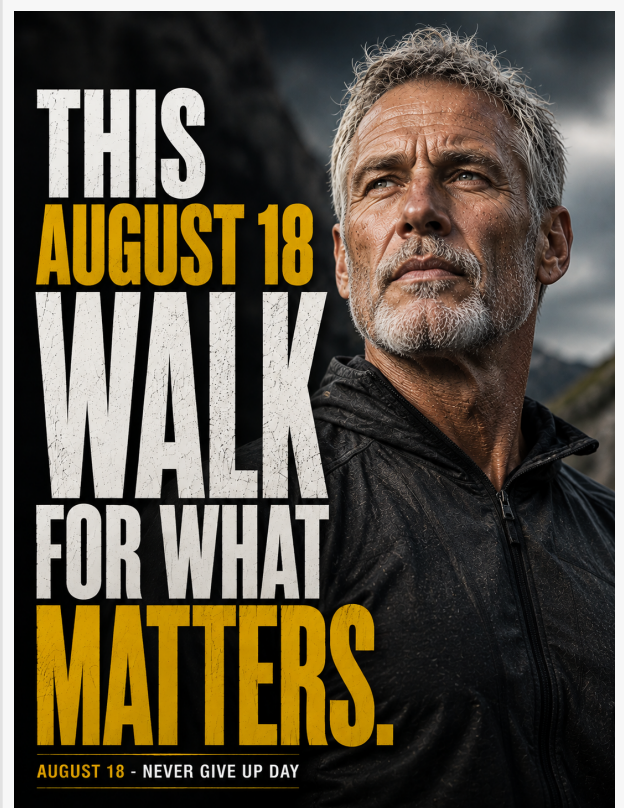
Everyone has a story of perseverance.

That shared human experience is what transforms thousands of individual walks into one global movement.

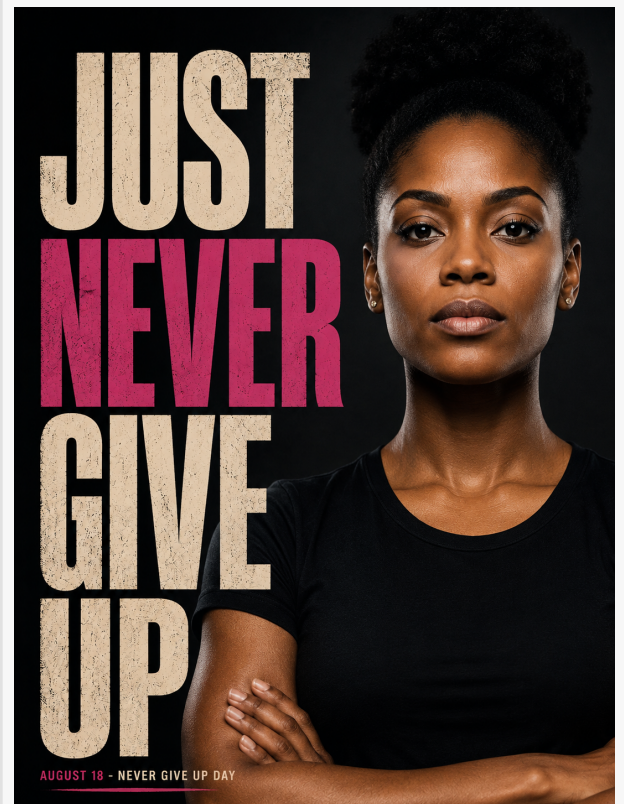
Statement from Alain Horoit, Founder of Never Give Up Day

"Every person carries something worth fighting for—a loved one, a dream, a purpose, a cause or a promise they made to themselves. Those are the reasons people never give up.

On August 18, we invite the world to make those reasons visible. When millions of people walk for what matters, they remind one another that perseverance is not extraordinary—it is deeply human.



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The world doesn't need another day on the calendar. It needs a day that celebrates the courage to keep going. That's what Never Give Up Day is all about."

Participation in Walk for What Matters is free and open to everyone. Individuals, families, associations, nonprofits, schools, businesses and municipalities can register their own themed walk or join an existing one through the official Never Give Up Day platform.

Because every walk tells a story.

Because every story has the power to inspire.

Because every step can remind someone else not to give up.

This August 18, the world walks for what matters.

One Day to Celebrate. Every Day to Live By.

Alain Horoit
NEVER GIVE UP DAY
+1 9293882146

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