



CONTACT:

Nicole Carkner, QCHI, 563-421-2815

For Immediate Release

May 15, 2006

Quad City Health Initiative Wellness Champions Choose Health and Live Well at the Putnam/IMAX

Volunteers from the Quad City Health Initiative Wellness Champions will be presenting a program around the team's messages to "Choose Health. Live Well." on Saturday, May 20, 2006 from 1p.m.-4p.m. at the Putnam Museum/IMAX Theatre located at 1717 West 12th Street in Davenport, IA. Volunteers will be focusing on the key message of "Know It!" and encouraging people to know their numbers for blood pressure and cholesterol as part of being active participants in maintaining their own health. Educational information and blood pressure checks will be available along with fun incentives for all ages. This educational program is one of six weekend events planned by the Wellness Champions from February through July 2006 to coincide with the IMAX movie "The Human Body".

The Quad City Health Initiative (QCHI) is a proud sponsor of the IMAX movie "The Human Body", which began a six-month run in February at the IMAX Theatre/Putnam Museum in Davenport. Three years in the making, this film reveals The Human Body in a way never seen before, through groundbreaking computer graphics and stunning real-life images, telling the incredible story of a single day in the life of a human body.

"The Quad City Health Initiative is thrilled to be able to sponsor this film and these weekend programs since one of our key goals is to raise awareness of important health issues," says Nicole Carkner, Project Coordinator. "We want to support Quad Citizens in making healthy choices regarding diet and exercise and understanding how the body works is a first step towards good health."

In QCHI's 2002 Community Health Assessment, obesity, high blood pressure and high cholesterol (all risk factors for cardiovascular disease) emerged as critical issues for the health of our region. Since December 2002, the Wellness Champions team has been working to reverse these trends by promoting daily exercise, nutrition and regular screenings for health risk factors. The Wellness Champions team includes about 75 individual representatives from 52 organizations across the Quad City community.

The Quad City Health Initiative (QCHI) is a community partnership in active pursuit of a healthier community. The Initiative seeks to be a catalyst for improving the health and overall quality of life within the Quad City community. The Initiative raises awareness of health issues, encourages or creates projects to address gaps in health services and fosters community collaboration in all aspects of health. Major financial sponsors of the Initiative in 2006 are Genesis Health System and Trinity Regional Health System. Additional sponsorship is being provided in 2006 by Royal Neighbors of America. For more information or to join the efforts of the Quad City Health Initiative, please call 563-421-2815 or visit our website at www.qchealthinitiative.org.

###