



For Immediate Release

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Quad City Health Initiative Launches Moon Walk 2006

Today, March 31, 2006, the Wellness Champions of the Quad City Health Initiative (QCHI) launch Moon Walk 2006 at 11 a.m. in the John Deere Planetarium at Augustana College.

The Moon Walk is a community race to accumulate a total of 477,400 miles walked (the distance to the moon and back) before competitor communities in Peoria and Rockford, Illinois. The Moon Walk started in Peoria in 2003. In 2004 and 2005, the communities of Rockford and Peoria raced to see which community could "walk" to the moon the fastest. This year, they invited the Quad Cities to join the race. And, the pressure is on because Peoria has won the last two years; last year they finished the race with 4,000 walkers in just 10 weeks! This year's race will officially end June 30, 2006.

In the QCA, over 80 teams and 4,500 individuals are expected to participate in QCHI's Moon Walk 2006. These Moon Walkers will keep daily logs of their mileage and report weekly to Team Captains who will in turn report to Mission Control (QCHI). Every week during the race, Mission Control will total our community's miles and check-in on the progress of our competitors in Peoria and Rockford. The community can track our progress at www.qcmoonwalk.org or www.qchealthinitiative.org.

"We are very excited about bringing the Moon Walk event to the Quad Cities," says Nicole Carkner, Project Coordinator for Quad City Health Initiative, "because the Wellness Champions are committed to helping Quad City residents make healthy choices regarding diet and exercise. The Moon Walk is a fun way to start exercising or reinforce the importance of daily exercise to maintaining our health and preventing disease. Moreover, we couldn't turn down a challenge from Peoria and Rockford!"

The race is being organized in Peoria by the Peoria Area Labor Management Council and in Rockford by the Rockford Health Council. The winner of the tri-city race will possess the coveted Moon Walk Walking Stick trophy for the year.

"We have such terrific support from community participants and sponsors in our first year that we've told Peoria and Rockford that we're looking forward to bringing the trophy to the Mississippi River in victory," says Jerry Jones, Wellness Champions Co-Chair. "Let the race begin!"

QCHI gratefully acknowledges the following organizations that have pledged or contributed in-kind support to Moon Walk 2006:

Augustana College/John Deere Planetarium
Bike N Hike
Body Dynamics Fitness Equipment
Community Health Care, Inc.
Family Focus Magazine
Genesis Health System
Golds Gym
Hy-Vee

Liberty Fitness Center
MetroLink
Rock Island Fitness & Activity Center
Scott County Family YMCA
Trinity Regional Health System
Two Rivers YMCA
Ultimate Fitness

A list of the organizations that are participating in Moon Walk 2006 is given at the end of this release.

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 are Trinity Regional Health System and Genesis Health System. 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.

The following organizations are participating in Moon Walk 2006:

Alzheimer's Association	Lujack's
American Red Cross	McLaughlin Body Co.
Arc of Rock Island County	MetroLink
Asbury United Methodist Church	Metropolitan Medical Laboratory
Augustana College	Moline Dispatch Publishing Co., LLC
Bethany for Children & Families	Mississippi Valley Dietetic Association
Bettendorf Presbyterian Church	NAACP of Rock Island County
Bituminous Insurance Company	Nichols Aluminum
Body University	Palmer Chiropractic Clinics
Center for Alcohol and Drug Services	Quad City Health Initiative
Center for Active Seniors, Inc.	Quad City Bicycle Club
Community Health Care, Inc.	Rock Island Arsenal/ARDEC
Church of Peace	Rock Island County Health Department
City of Davenport	Rock Island County Regional Office of Education
City of East Moline	Royal Neighbors of America
City of Moline	Russell Construction Company
City of Rock Island	Scott County Family YMCA
Cleaveland Insurance Group	Scott County Health Department
Connell Agency	Scott County Kids
Data Source Appraisal	Scott County Medical Society
Deere & Company	Signature Management Co.
Family Resources	Skip A Long
Friendly House	TPC
Genesis Diabetes Care Center	Trinity Lutheran Church/Journey His Weigh
Genesis Family Medical Center	Trinity Regional Health System
Genesis Health Group (Pediatrics)	Two Rivers YMCA
Genesis Health System	United Methodist Church
Genesis VNA	United Township High School
Hayes School	United Way of the Quad Cities Area
Hy-Vee	University of Illinois Extension, Rock Island County
John Deere Health (now a UnitedHealthcare Co.)	Villa Montessori School
KLJB Fox 18 TV	WQAD-TV NewsChannel8
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