



For Immediate Release

July 13, 2006

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Quad City Health Initiative Moon Walk 2006: We Have Splashdown!

Today, the Wellness Champions of the Quad City Health Initiative (QCHI) celebrate the completion of Moon Walk 2006 with a Splashdown celebration and awards ceremony held on the campus of St. Ambrose University.

Launched March 31st, the Moon Walk was 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. Quad City Moon Walkers broke all previous Moon Walk records reaching the target mileage in just 5 weeks and ahead of the competitors. In all, between March 31st and June 30th, 6,341 Quad City Moon Walkers accumulated 1,216,040 miles and thus shattered the secondary goal to exceed 1 million miles walked. Representatives from the Peoria Area Labor Management Council, who originated the Moon Walk concept, presented the official Moon Walk walking stick trophy to the Wellness Champions team last month.

"The Moon Walk surpassed all our expectations," says Nicole Carkner, Project Coordinator for Quad City Health Initiative. "The Quad City community rallied behind the challenge to race Peoria and Rockford and established a Moon Walk record of reaching more than 1 million miles in our inaugural year. Best of all, we've heard that many individuals have seen major health improvements due to increased exercise."

"We had terrific support from community participants and sponsors in our first year and we're thrilled that we could bring the trophy to the Mississippi River in victory," says Jerry Jones, Wellness Champions Co-Chair. "We clearly need to develop a tougher challenge for this community next year!" Representatives from Peoria have already requested a rematch for 2007 in an attempt to reclaim the trophy.

QCHI gratefully acknowledges the following organizations that supported Moon Walk 2006:

Augustana College/John Deere Planetarium	Hy-Vee Food Stores
Bike N Hike	MetroLINK
Champions Fitness Center	Orthopedic Specialists Sports Complex
Community Health Care, Inc.	Scott County Family YMCA
Gianni Salsa	Trinity Regional Health System
Genesis Health System	Two Rivers YMCA
Gold's Gym	Ultimate Fitness

A list of the organizations that participated 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 65 individual representatives from 49 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 Trinity Regional Health System, Genesis Health System and Modern Woodmen of America. Additional financial support is provided 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.

QCHI gratefully acknowledges the following organizations for their participation in Moon Walk 2006:

Alzheimer's Association	John Deere Health (now a UnitedHealthcare Co.)
American Red Cross	Lucky Stars
Arc of Rock Island County	Lujack's
Asbury United Methodist Church	McLaughlin Body Co.
Augustana College	MetroLINK
Bethany for Children & Families	Metropolitan Medical Laboratory
Bettendorf Presbyterian Church	Moline Dispatch Publishing Co., LLC
Bi-State Regional Commission	Mississippi Valley Dietetic Association
Bituminous Insurance Company	Nichols Aluminum
Body University	Our Lady of Victory Catholic Church
Center for Alcohol and Drug Services	Palmer College of Chiropractic Clinics
Center for Active Seniors, Inc.	Performance Food Group--TPC
Community Health Care, Inc.	Quad City Health Initiative
Church of Peace	Quad City Bicycle Club
City of Davenport	Reynolds Grade School
City of East Moline	Rock Island Arsenal/ARDEC
City of Moline	Rock Island Arsenal/AFSC
City of Rock Island	Rock Island County
Cleveland Insurance Group	Rock Island County Health Department
Community of Joy United Methodist Church	Rock Island County Regional Office of Education
Connell Agency	R.I./Milan Head Start/Preschool Programming
Cornbelt Running Club (Women's Group)	Rock Island County & Scott County Medical Societies
Data Source Appraisal	Royal Neighbors of America
Deere & Company	Russell Construction Company
Family Resources	Scott County Family YMCA
First Baptist Church	Scott County Health Department
First Baptist Church SAS	Scott County Kids
Friendly House	Signature Management Co.
Genesis Diabetes Care Center	Skip A Long
Genesis Family Medical Center	Trinity Lutheran Church/Journey His Weigh
Genesis Health Group - Pediatrics	Trinity Regional Health System
Genesis Health System	Trinity Regional Health System CSP
Genesis VNA	Trinity Work Fitness Center
Hansen Elementary School	Two Rivers YMCA
Hayes School	United Way of the Quad Cities Area
Hy-Vee Food Stores	University of Illinois Extension, Rock Island County
Jefferson Elementary School	WQAD-TV NewsChannel 8
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