



**For Immediate Release:
January 28, 2008**

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Calling all Moon Walk Team Captains! Quad City Health Initiative Wellness Champions Will Launch Moon Walk 2008!

The Quad City Health Initiative Wellness Champions will launch Moon Walk 2008 on Friday, April 4, 2008. Moon Walk 2008 will pit the Quad Cities against teams from Peoria and Champaign-Urbana in a virtual community race equivalent to two round trips to the moon or 954,800 miles. The Moon Walk started in Peoria in 2003 and this will be the third Moon Walk for the Quad Cities. Last year, over 5,000 Quad Citians accumulated 1,176,031 miles during the race. This year's race will end June 27, 2008.

"We are very excited about organizing Moon Walk again this year," 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'd like to recapture the Moon Walk trophy from the reigning champions in Peoria!"

Mission Control is currently recruiting Team Captains who are willing to organize Moon Walk teams. Registration for the Moon Walk is free. Individuals, organizations or businesses that are interested in forming a Moon Walk team should contact Mission Control (the QCHI office) at 563-421-2826 by February 8, 2008. Mission Control also welcomes calls from organizations willing to become a Moon Walk sponsor by making an in-kind contribution to the effort. Community members who want to participate as individuals in Moon Walk 2008 will be able to register with Team Captains at Moon Walk Satellite locations to be announced in March.

Once registered, Moon Walkers will keep daily logs of their mileage and report weekly tallies to their Team Captains. Other types of exercise can be converted into "miles walked" using the Moon Walk conversion chart. Every week during the race, Mission Control will total our community's miles and check-in on the progress of our competitors.

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 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. Genesis Health System and Trinity Regional Health System are major financial sponsors of the Initiative. Additional financial support is provided in 2008 by Alcoa. For more information or to join the efforts of the Quad City Health Initiative, please call 563-421-2826 or visit our website at www.qchealthinitiative.org.

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