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Quad City Health Initiative Sponsors IMAX Movie "The Human Body"

The Quad City Health Initiative (QCHI) is a proud sponsor of the IMAX movie "The Human Body", which begins a six-month run at the IMAX Theatre/Putnam Museum in Davenport on Friday, February 17, 2006. 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 since one of our key goals is to raise awareness of important health issues," says Nicole Carkner, Project Coordinator. "We want to support Quad Citians 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.

On select weekends during the movie run, volunteers from the Wellness Champions team will be in the Putnam/IMAX Theatre lobby presenting programs around the team's key health messages to "Choose Health. Live Well." The schedule of events follows:

Move It!	Sat., February 18	1 p.m.-4p.m.
Lose It!	Sat., March 11	1 p.m.-4p.m.
Quit It!	Sat., April 29	1 p.m.-4p.m.
Know It!	Sat., May 20	1 p.m.-4p.m.
Check It!	Sat., June 17	1 p.m.-4p.m.
Chill It!	Sat., July 22	1 p.m.-4p.m.

Quad City Health Initiative educational materials will be available in the lobby of the Putnam/IMAX throughout the movie run. Movie show times and tickets are available by calling the Putnam Museum/IMAX Theatre at 563-324-1933. The museum and theatre are located at 1717 West 12th Street in Davenport, IA.

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. 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.

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