



For Immediate Release
April 16, 2010

CONTACT:
Nicole Carkner, QCHI, 563-421-2815

Quad City Health Initiative Launches Moon Walk 2010

Today the Wellness Champions of the Quad City Health Initiative (QCHI) launched Moon Walk. Moon Walk 2010 will pit the Quad Cities against teams from Peoria and Champaign-Urbana in a virtual community race equivalent to a trip to the moon or 238,700 miles. The Moon Walk started in Peoria in 2003 and this will be the fifth Moon Walk for the Quad Cities; the Quad Cities has won three of the past four Moon Walks and is the defending Moon Walk Champion. This year's race will end June 11, 2010 and the winner will be declared to be the community that has accumulated at least 238,700 miles and that has the highest number of miles per registered participant.

So far in the QCA, 76 teams and over 1,600 individuals are registered to participate in QCHI's Moon Walk 2010. 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. The community can track our progress at www.qchealthinitiative.org.

"We are very excited about organizing Moon Walk again this year," says Nicole Carkner, Executive Director for Quad City Health Initiative, "because the Wellness Champions are committed to helping Quad City residents make healthy choices regarding nutrition 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. Our spirited competition with Peoria and Champaign-Urbana helps raise awareness about wellness in all our communities."

The Peoria Area Labor Management Council is organizing the race in Peoria and the University of Illinois Extension is organizing the race in Champaign-Urbana. The winner of the race will possess the coveted Moon Walk Walking Stick trophy for the year. A list of the teams that are participating in Moon Walk 2010 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 55 individual representatives from 43 organizations across the Quad City community.

The Quad City Health Initiative is a community partnership working to create a healthy community. A 35-member community Board that was established in 1999 oversees the organization. The Initiative seeks to be our community's recognized leader for creating collaborative action on health and abides by the core values of commitment, collaboration and creativity. Major financial support of the Quad City Health Initiative is currently provided by the generous direct and in-kind investments of Genesis Health System and Trinity Regional Health System. In 2010, additional financial support is provided by McLaughlin Family Foundation, Cardiovascular Medicine, P.C., Quad City Bank & Trust Company and St. Ambrose University. Support is also provided by QCHI Board members including the following organizations: QC Medical Societies, Community Health Care, Rock Island County Health Department, Scott County Health Department and United Way of the Quad Cities Area. 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.

The following teams are participating in Moon Walk 2010:

Ahern Fire Protection
A-L-L Equipment, Inc.
Alpha Kappa Alpha-Xi Eta Beta Omega
Andalusia Elementary School
APAC
Arc of Rock Island County
Asbury United Methodist Church
Ascentra
Augustana College
Bethany for Children & Families
Bethel Weseley Methodist Church
Big Brothers Big Sisters
Bi-State Regional Commission/Scott County Kids
CADS
Child Abuse Council
Church of Peace
Bethel Wesley UMC
City of East Moline
City of Moline
City of Rock Island
Cobham Mission Systems
Community Action of Eastern Iowa
Cosey Connection
Deere & Company World Headquarters
John Deere Davenport Works
John Deere Harvester
John Deere Parts & Distribution Center
John Deere Seeding/Cylinder
Dept. of Human Services of Scott County
Hillcrest/Bowlesburg Elementary School
East Moline Metal Products Company
Eisenhower Elementary School
Eldridge Moon Walkers
Eldridge Rec & Fitness Center
Faith Lutheran Church
First Baptist Church SAS
First Congregational Church
First Presbyterian Church, East Moline
Genesis - BirthCenter
Genesis Health Group - Pediatrics
Greater Metro Area Housing Authority
Heart of America Group
Hofer Roofing
Hy-Vee Food Stores
Isle of Capri Corporation
Katun Corporation
KJWW Engineering Consultants
Ladies on a Mission
Manpower
MetroLINK
Metropolitan Medical Laboratory
Midland Information Resources
Mississippi Bend AEA
Mississippi Valley Regional Blood Center
Moline Dispatch Publishing Co., LLC
Nichols Aluminum
Quad City Health Initiative
Quad City Bank & Trust
Reynolds Grade School
Rock Island Arsenal TACOM-ECBC Chemmies
Rock Island County Health Department/Rock
Island County staff
Rock Island County Regional Office of Education
Royal Neighbors of America
Russell Construction Company
Scott County Family YMCA
Skip A Long
Smart Intermediate School
St. Pius X Catholic Church
St. Malachy's Catholic Church
St. Ambrose University
Trinity Regional Health System - Cardiac Rehab
Trinity Regional Health System
Trinity VNHA
Two Rivers United Methodist Church
Two Rivers YMCA
United Way of the Quad Cities Area
US Army Corps of Engineers

###