



For Immediate Release
July 11, 2007

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

Quad City Health Initiative Moon Walk 2007 Closes with Splashdown Celebration:
Community walked 1,176,031 Miles over 13 weeks to promote healthy lifestyles

On July 11, 2007, the Wellness Champions of the Quad City Health Initiative (QCHI) celebrated the close of Moon Walk 2007 with a Splashdown Celebration held at the Rogalski Center on the campus of St. Ambrose University. Over 5,000 individuals participated in this 13-week event and accumulated 1,176,031 miles in a community program that highlighted the value of daily exercise to maintaining good health.

Moon Walk 2007 also featured a race rematch with Peoria to see which community could accumulate 954,800 miles (or two round trips to the moon) first. Peoria claimed the narrow victory during week 11 and thus earned back the Moon Walk walking stick trophy from the Quad Cities.

"We congratulate Peoria on an excellent race," says Nicole Carkner, Project Coordinator for the Quad City Health Initiative, which organizes the Moon Walk locally. "The community-wide competition has been a tremendous success for both communities by motivating and encouraging individuals to incorporate physical activity into their daily lives. We are very proud of all the Moon Walkers for their commitment to the Moon Walk race and most of all for their commitment to promoting healthy lifestyle habits in the Quad Cities."

The Splashdown celebration recognized the top performing teams in the Quad Cities as well as individuals who accumulated more than 1,000 individual miles. The event also celebrated the 100 Moon Walk Team Captains who led the effort across the community.

QCHI gratefully acknowledges the following organizations that contributed to Moon Walk 2007:

Active Endeavors	Heritage Foods
Advantage Advertising	Hy-Vee Food Stores
Augustana College/John Deere	Kunkles Sports Center
Planetarium	Rock Island Regional Office of Education
Community Health Care, Inc.	Temples Sporting Goods
Dick's Sporting Goods	Trinity Regional Health System
Genesis Health System	Trinity Work Fitness
Genesis Occupational Health	

A list of the teams that participated in Moon Walk 2007 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 79 individual representatives from 55 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. Additional financial support is provided in 2007 by Modern Woodmen 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.

The following teams participated in Moon Walk 2007:

Alzheimer's Association	Lafarge North America
American Red Cross	Liberty Fitness Women's Health Club
Arc of Rock Island County	Lujack's
Asbury United Methodist Church	McLaughlin Body Co.
Augustana College	MetroLink
Bethany for Children & Families - Moline	Metropolitan Medical Laboratory
Bettendorf Presbyterian Church	MidAmerican Energy
Bi-State Regional Commission/Scott County Kids	Mississippi Bend AEA
CADS	Mississippi Valley Dietetic Association
Cambridge United Methodist Church	Nichols Aluminum
Captain Bob's Lunar Launch	Norcross Safety Products Inc.
Center for Active Seniors, Inc.	Performance Food Group
Community Health Care, Inc.	Quad City Bicycle Club
Capri Clinic	Quad City Health Initiative
Child Abuse Council	Quad City Sports Center
Church of Peace	R.I./Milan Head Start/Preschool Programming
Churches United	Reynolds Grade School
City of East Moline	Riverside United Methodist
City of Moline	Rock Island Arsenal/ARDEC
City of Rock Island	Rock Island Arsenal - PM SKOT/Tools LCMC
Cleaveland Insurance Group	Rock Island County Medical Society
Colona Park District	Rock Island County Health Department/Rock
Community of Joy United Methodist Church	Island County staff
Davenport Schools	Rock Island County Regional Office of Education
Deere & Company World Headquarters	Royal Neighbors of America
Deere-CFD	Russell Construction Company
Deere-PDC	St. John's Lutheran Church
Deere-Seeding/Cylinder	Scott County Family YMCA
Dept. of Human Services of Scott County	Scott County Health Department
Faith Lutheran Church	Scott County Medical Society
Family Resources	The Sedona Group
First Baptist Church	Sherrard School District
First Baptist Church SAS	Signature Management Co.
First Presbyterian Church, East Moline	Skip A Long
First United Methodist Church (Rock Island)	Tri-State Company
Friendly House	Trinity Lutheran Church/Journey His Weigh
Friendship Manor	Trinity Regional Health System-7th Street
Genesis Family Medical Center	Employees Satellite Location
Genesis Health Group - Pediatrics	Trinity Regional Health System CSP
Genesis Health System	Trinity Regional Health System-Terrace Park
Genesis Occupational Health	Employees & Satellite Location
Glenview Middle School	Trinity Regional Health System-West Campus
Genesis Medical Center DeWitt Satellite	Employees & Satellite Location
Genesis Medical Center Volunteer Satellite	Trinity Regional Health System-Work Fitness
Golds Gym	Center
Grace United Methodist Church	Two Rivers YMCA
Hayes School	United Way of the Quad Cities Area
Hy-Vee Food Stores	United Methodist Church
Isle of Capri	US Army Corps of Engineers
Jefferson-Edison Elementary School	Waste Commission of Scott County
John Deere Harvester	WQAD-TV NewsChannel 8
Katun Corporation	
KJWW Engineering Consultants	

###