



**For Immediate Release**  
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**Quad City Health Initiative Launches Moon Walk 2008**

Today, April 4, 2008, the Wellness Champions of the Quad City Health Initiative (QCHI) launched Moon Walk 2008 at the John Deere Planetarium on the campus of Augustana College. Moon Walk 2008 will pit the Quad Cities against teams in Peoria and Champaign-Urbana, Illinois 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 Citizens accumulated 1,176,031 miles during the race. This year's race will end June 27, 2008.

In the QCA, 106 teams and over 3,400 individuals are registered to participate in QCHI's Moon Walk 2008. 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](http://www.qchealthinitiative.org).

"We are very excited about organizing the 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 couldn't turn down a rematch with Peoria!"

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.

QCHI gratefully acknowledges the following organizations that have pledged or contributed in-kind support to Moon Walk 2008:

Advantage Advertising  
Augustana College/John Deere  
Planetarium  
Community Health Care, Inc.

Dick's Sporting Goods  
Genesis Health System  
Heritage Natural Foods  
Trinity Regional Health System

A list of the teams that are participating in Moon Walk 2008 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 69 individual representatives from 50 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 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](http://www.qchealthinitiative.org).

**The following teams are participating in Moon Walk 2008:**

Alpha Kappa Alpha-Xi Beta Omega  
Alzheimer's Association  
ALCOA  
American Red Cross  
Andalusia Elementary School  
APAC  
Aquent IT Solutions  
Arc of Rock Island County  
Asbury United Methodist Church  
Augustana College  
Bethany for Children & Families  
Bettendorf Presbyterian Church  
Big Brothers Big Sisters  
Bi-State Regional Commission/Scott County  
Kids  
Black Hawk College  
CADS  
Cambridge United Methodist Church  
Community Health Care, Inc.  
Child Abuse Council  
Child Care Resource & Referral  
Christ United Methodist Church  
ChiroFitness Xtreme  
Church of Peace  
City of East Moline  
City of Moline  
City of Rock Island  
Community of Joy United Methodist Church  
Cosentine Moon Walkers  
Davenport Schools  
Deere & Company  
Dept. of Human Services of Scott County  
Diocese of Davenport  
East Moline Metal Products Co.  
Faith Lutheran Church  
Family Resources  
FCA  
First Baptist Church  
First Baptist Church SAS  
First Presbyterian Church, East Moline  
Genesis Family Medical Center  
Genesis Health Group - Pediatrics  
Genesis Health System  
Genesis Occupational Health  
Genesis Systems Group  
Grace Lutheran Church  
Heart of America  
Hy-Vee Food Stores  
Isle of Capri  
Jefferson-Edison Elementary Schools  
Journeyin' For Jesus  
Just Kids Early Care & Education Centers  
Katun Corporation  
KJWW Engineering Consultants  
Kraft/Oscar Mayer  
Lafarge North America  
MA Ford MFG  
Metropolitan Medical Laboratory  
MidAmerican Energy  
Mississippi Bend AEA  
Mississippi Valley Regional Blood Center  
Moline Dispatch Publishing Co., LLC  
Nichols Aluminum  
Our Lady of Victory Church  
PCT Engineered Systems LLC  
QCHI  
Quad City Bicycle Club  
Quad City Bank & Trust  
Quad City Sports Center  
Reynolds Grade School  
Riverside United Methodist  
Rock Island Arsenal  
Rock Island County Health Department  
Rock Island County Regional Office of  
Education  
Russell Construction Company  
Ryan Companies  
St. Ambrose University  
St. John's Lutheran Church  
St. Pius X Catholic Church  
Scott County Family YMCA  
The Sedona Group  
Select Specialty Hospital  
Sherrard School District  
Skip A Long  
Trinity Lutheran Church/Journey His Weigh  
Trinity Regional Health System  
Two Rivers United Methodist Church  
Two Rivers YMCA  
United Way of the Quad Cities Area  
US Army Corps of Engineers  
Waste Commission of Scott County  
West Eldridge Moon Walkers  
WIU-Quad Cities

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