



For Immediate Release

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Quad City Health Initiative Wellness Champions Select New Team Co-Chair

Cheryl Goodwin, Vice President of Family Resources, Inc., has been selected to serve as a Co-Chair of the Quad City Health Initiative (QCHI) Wellness Champions team effective November 2006. Ms. Goodwin has served as a QCHI Board member since 2003 and has a wealth of experience as a community volunteer. Ms. Goodwin will share leadership of the Wellness Champions team with Jerry Jones, Executive Director of the Martin Luther King Center, who has been working with the team since 2003. She succeeds Tom McGovern who resigned his position as Team Co-Chair to pursue other community volunteer activities although he remains active with the Quad City Health Initiative as a Board Member and Executive Committee Member.

"The Wellness Champions team is a great group of volunteers," says Cheryl Goodwin. "In just three years they have made a tremendous impact on our community through activities such as the Moon Walk and the Choose Health Live Well campaign. I'm looking forward to working with the team to help Quad Citians make healthier choices regarding diet and exercise."

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 74 individual representatives from 51 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, Genesis Health System and Modern Woodmen of America. Additional financial support is provided by Royal Neighbors 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.