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Calling all Moon Walk Team Captains! Quad City Health Initiative Wellness Champions Will Launch Moon Walk 2007!

In a hotly contested rematch of the top contenders in last year's Moon Walk, the Quad City Health Initiative Wellness Champions will launch Moon Walk 2007 on Friday, March 30, 2007. Moon Walk 2007 will pit the Quad Cities against Peoria in a virtual community "double or nothing" race equivalent to two round trips to the moon or 954,800 miles.

The Moon Walk started in Peoria in 2003. Last year in its inaugural race, the Quad Cities bested Peoria by completing a round trip to the moon in only 5 weeks. Over 6,341 Quad City walkers ultimately accumulated more than 1 million miles during the 13-week event. This year's race will officially end June 29, 2007. Quad City organizers hope to attract 10,000 walkers and accumulate more than two million miles this year.

"We are very excited about organizing 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 or reinforce the importance of daily exercise to maintaining our health and preventing disease. Moreover, we couldn't turn down a rematch with Peoria!"

Mission Control is currently recruiting Team Captains who are willing to organize Moon Walk teams. Registration for the Moon Walk is free. Individuals, organizations or businesses that are interested in forming a Moon Walk team should contact Mission Control (the QCHI office) at 563-421-2826 by January 31, 2007. Mission Control also welcomes calls from organizations willing to become a Moon Walk sponsor by making an in-kind contribution to the effort. Community members who want to participate as individuals in Moon Walk 2007 will be able to register with Team Captains at Moon Walk Satellite locations to be announced in March.

Once registered, Moon Walkers will keep daily logs of their mileage and report weekly tallies to their Team Captains. Other types of exercise can be converted into “miles walked” using the Moon Walk conversion chart. Every week during the race, Mission Control will total our community’s miles and check-in on the progress of our competitors.

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 73 individual representatives from 52 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 563-421-2826 or visit our website at www.qchealthinitiative.org.

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