



**FOR IMMEDIATE RELEASE:
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**2004 IDEA PERSONAL TRAINER OF THE YEAR AWARD
PRESENTED TO TODD DURKIN**

San Diego – The prestigious *IDEA Personal Trainer of the Year Award* has been presented to Todd Durkin of San Diego, California. This honor – given at the *IDEA Health & Fitness Awards Ceremony* at the *IDEA World Fitness Convention®*, held in San Diego, California, July 7-11 – recognizes an individual whose outstanding leadership inspires staff and influences both active and under active people to commit to a healthy lifestyle through successful, creative and diverse fitness programming. The *IDEA Health & Fitness Awards* – sponsored by Propel Fitness Water® – are considered to be the fitness industry's highest form of recognition and have been presented annually since 1985.

“My personal mission,” Todd says, “is to provide my clients with the highest quality health and wellness programs using functional exercise, strength and conditioning, nutrition as well as stress management. People expect results when they work with a trainer and I want to surpass their expectations. I don't want people to just have a good workout; I want them to have an overall positive experience. I want them to receive a customized, individualized program based on their needs and goals.”

“To me, the best personal trainers are behavioral change experts,” Todd adds and he personally brings this about by giving his clients 60 minutes of undivided attention and motivating them throughout their session. Todd fitness career has evolved over 15 years and today as the owner of the 3,000 square foot health and human performance center, Fitness Quest 10 in San Diego, he trains over 40 clients per week while his staff provides over 300 private sessions per week. Todd founded Fitness Quest 10 in 1999 as a one-person training facility and today it has a staff of 25.

Todd is also a big believer in supporting his local community and he says, “The staff of Fitness Quest 10 and I sponsor many events in San Diego and especially at the Scripps Ranch High School. We donate our time at many of the local road races and do post-massage and stretching. We also donate personal training packages at just about every silent auction that approaches us. I also volunteer my time and speak to local organizations about health and fitness. I thrive on giving back to the community since not everyone has the resources to come see my staff or me. Giving back touches my soul.”

As the 2004 *IDEA Personal Trainer of the Year*, Todd will serve as an *IDEA* spokesperson on issues pertaining to personal fitness training. He will also be profiled in the October 2004 *IDEA Fitness Journal*.

Leading authorities in the fitness profession developed the criteria for this award. A review panel of *IDEA* members who are personal fitness trainers judged the applications and graded them according to the established criteria. Through this process, three finalists were selected and the award recipient was announced on July 17. The two other finalists for this award were Jonathan Denoris, MS of London, England and Carla Botelho-Sottovia, PhD of Dallas, Texas.

“The Personal Trainer of the Year Award is our way of saluting this growing profession and acknowledging all the contributions they make to *Inspiring the World to Fitness™*. This award is intended to give increased recognition to the personal training industry and to honor the award winner as a true leader in the field,” said Kathie Davis, executive director of *IDEA Health & Fitness Association*.

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The *IDEA World Fitness Convention* is the premier educational event for health and fitness professionals and attracts over 4,000 participants from more than 60 countries. This year's event has over 300 educational sessions presented by over a 150 of the world's leading health and fitness educators. ***Inspire the World to Fitness*** is the focus of this year's conference and a wide assortment of lectures and workshops will help fitness professionals address the twin health challenges of obesity and sedentary living. *IDEA's* Senior Partners are Nautilus Health & Fitness Group® and STOTT PILATES™.

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals with more than 19,000 members in over 80 countries. Since 1982, *IDEA* has provided health and fitness professionals with pertinent information, educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective fitness and healthy lifestyle programs. For more information on *IDEA* events, publications, educational products, member services or other activities, visit the *IDEA* Web site at: www.ideafit.com

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