



Inspire the World to Fitness®

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**IDEA Health & Fitness Association Names Maureen Hagan Fitness Instructor of the Year for her Commitment to Innovative Class Offerings**

*Creator of 'Newbody,' 'Women on Weights' and 'No Sweat Workout' Has Given Thousands of Women the Kind of Inspiration They Needed to Stay Fit and Active*

**San Diego – July 26, 2006** – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with more than 20,000 members in over 80 countries, has presented Maureen Hagan, PT, with its prestigious Fitness Instructor of the Year award during the 24<sup>th</sup> annual IDEA World Fitness Convention®, held July 25<sup>th</sup> - 29<sup>th</sup> in Las Vegas. This coveted award recognizes an individual whose outstanding leadership, professional commitment as well as community and industry involvement have inspired both active and under active people to commit to a healthy lifestyle.

Hagan, of London, Ontario, is vice president of operations for GoodLife Fitness and VitaVie Clubs. She also teaches group fitness, inspiring 200 participants per week in her classes. In addition, Hagan travels to 20 new club openings a year, introducing hundreds of new members to group fitness programs each year.

Fifteen years ago, Hagan created the “Newbody” workout, which combines low-impact with functional weight bearing exercise and the use of light, handheld weights. Hagan also leads BodyPump®, BodyFlow, BodyAttack®, group aquatics, group cycling, core conditioning, Gravity group training, yoga-inspired stretch classes, golf conditioning and functional fitness workouts. She also created “Women on Weights,” a small-group program, and the “No Sweat Workout,” a home-based introductory workout to help new members feel more comfortable as they start their exercise program.

“Maureen Hagan is completely committed to her group class participants and comes up with new and innovative ways to encourage people to embrace regular fitness programs through intriguing and consistently effective classes,” says Kathie Davis, co-founder and executive director of IDEA Health & Fitness Association. “Her unwavering commitment to give students viable options to squeeze physical activity into each day is an inspiration to all of us.”

As the 2006 IDEA Fitness Instructor of the Year recipient, Hagan will serve as an IDEA spokesperson on issues relating to group fitness. She also will be profiled in the July/August issue of the *IDEA Fitness Journal*.

“Seeing clients’ excitement about a new class that I put together, or a new spin on a class they currently take, is a very rewarding aspect of my job,” says Hagan. “The response helps keep us all committed to our fitness goals. I am honored to receive this award and thrilled to share

knowledge I have gained throughout the years with other instructors for the betterment of the industry as a whole.”

Hagan also leads training and development for 1,200 instructors. In the past year, she has shared her expertise with 6,000 instructors who attended her sessions at 13 conventions and various training events. She also spreads the word of fitness by donating her time to speak at local businesses, schools and women’s groups; participate in community fitness demonstrations; and guest-instruct at GoodLife clubs to promote the benefits of fitness and raise money.

Leading authorities in the fitness industry developed the criteria for this distinguished award. A review panel of IDEA members who are program directors 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 26th. The other finalists in this category were Fred Hoffman, MEd, of Paris and Chalene Johnson of Mission Viejo, Calif.

The annual IDEA World Fitness Convention united more than 5,000 professionals from around the globe. As the largest fitness training event in the world, this year’s conference offered more than 275 educational sessions—with an opportunity to earn up to 21 continuing education credits (CECs)—and an industry leading Fitness & Wellness Expo with more than 130 exhibitors showcasing the latest fitness products and services.

**About IDEA Health & Fitness Association**

IDEA Health & Fitness Association is the world’s leading membership organization of health and fitness professionals, with more than 20,000 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 lifestyle programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA events, publications, educational products, member services or other activities, visit [www.ideafit.com](http://www.ideafit.com).

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