



**FOR IMMEDIATE RELEASE:
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**4,000 GLOBAL FITNESS PROFESSIONALS JOIN FORCES TO FIGHT HEART DISEASE
IDEA TO SUPPORT THE AMERICAN HEART ASSOCIATION**

San Diego, CA – With heart disease being the leading cause of death in the United States, *IDEA Health & Fitness Association* will ask attendees at next July's *IDEA World Fitness Convention®* to support the efforts of the American Heart Association (AHA) by donating money to this organization during a specially designated time.

During the charity time-block on Saturday morning, July 10th, fitness professionals at over twenty *World* sessions will be asked to make donations to the American Heart Association. For every \$5 donation made at the American Heart Association booth in the Fitness Expo, contributors will receive a raffle ticket to a drawing that includes a Caribbean vacation package from Westin Hotels to The Westin, St. John Resort, a Reebok equipment package, and head-to-toe workout gear also donated by Reebok. The first 250 persons contributing \$20 or more will also receive a Reebok "Heart Healthy" Campaign T-shirt.

The American Heart Association, one of America's most-respected non-profit health organizations, is a national voluntary health agency whose mission is to reduce disability and death from cardiovascular diseases and stroke. As AHA's signature fund-raising event, the American Heart Walks celebrate survivors of heart disease and stroke, encourage walking and physical activity as part of a healthy lifestyle, educate the public about prevention and treatment of cardiovascular disease, and raise money for research, education and outreach programs. In 2003, 750,000 walkers participated in over 600 events across the country. For more information about the American Heart Association, go to: www.americanheart.org.

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. The *IDEA World Fitness Convention*, to be held in San Diego, California, July 7 –11, 2004, is designed for health and fitness professionals such as personal fitness trainers, fitness facility managers and owners, group exercise leaders, and allied health professionals. Sessions, workshops and workouts will feature in-depth health and fitness educational opportunities with a focus on applied techniques and programming. *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* website at: www.ideafit.com.

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MEMBERS OF THE NEWS MEDIA: To receive a 2004 *IDEA World Fitness Convention* brochure and schedule of events, or to receive a registration form for a complimentary press pass, contact Kelly Nakai at: (858) 535-8979, ext. 212, or e-mail: nakaik@ideafit.com.