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IDEA HEALTH & FITNESS ASSOCIATION AND THE ALLIANCE FOR A HEALTHIER GENERATION ANNOUNCE JOINT EFFORT TO INCREASE ACCESS TO PHYSICAL ACTIVITY FOR NATION’S YOUTH

SAN DIEGO — IDEA Health & Fitness Association and the Alliance for a Healthier Generation, a partnership between the American Heart Association and the William J. Clinton Foundation, are joining forces to increase physical activity opportunities for youth and schools across the U.S. More than 1,000 IDEA members have already pledged to contribute their time and expertise to increase the physical activity resources available within their communities.

IDEA will leverage its “Inspire the World to Fitness®” platform to mobilize local health and fitness professionals to provide kids and school staff with group exercise classes, discounted memberships to local gyms and personal training services. Since 2003, IDEA members have adopted this broad-based “Inspire the World to Fitness” initiative and have become a powerful and effective force in combating the major health challenges associated with obesity and sedentary living. Their efforts have already changed the lives of thousands of people in communities across North America and around the world.

“IDEA members’ contributions will greatly increase physical activity opportunities in the schools and communities with which the Alliance is working through its Healthy Schools Program and *Go Healthy Challenge*,” said Bob Harrison, executive director of the Alliance for a Healthier Generation. “This is a fantastic collaboration that will result in more physically active and healthy youth.”

The Alliance is currently working with more than 1,100 schools across the country to make health improvements through its Healthy Schools Program. It is expected that the number of schools will rapidly expand within the next school year. In addition, the Alliance’s *Go Healthy Challenge* - a “by kids’ for kids” movement that is empowering youth to make themselves, their schools, their families and their communities healthier – has nationwide grassroots coverage. Both of these initiatives are enabling youth to eat healthier and exercise more and to help combat the childhood obesity epidemic.

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“We are very excited about joining forces with the Alliance for a Healthier Generation in our quest to mobilize IDEA members throughout the country,” said Peter Davis, chief executive officer and co-founder of IDEA Health & Fitness Association. “Fitness professionals have the desire, knowledge base and expertise to be at the forefront of solving this national crisis and IDEA members are ready to show their support by providing time, resources and leadership.”

IDEA and the Alliance will also work together to recognize IDEA members annually that make significant contributions to local Alliance efforts. Awards will be based on the number of hours committed to an Alliance school, amount of equipment donated to a school, number of new schools recruited to the Healthy Schools Program and number of youth referred and pledged on to the *Go Healthy Challenge*.

About IDEA Health & Fitness Association:

IDEA Health & Fitness Association is the world’s leading membership organization of fitness and wellness professionals with more than 21,000 members in over 80 countries. Since 1982, IDEA has provided personal trainers, group exercise instructors, fitness program directors, mind-body teachers, health club owners and fitness center managers with pertinent information, health and fitness educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective lifestyle and fitness programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA fitness and wellness conferences, publications, professional fitness education and products, member services and other activities, visit [IDEA Health & Fitness Association](#).

About the Alliance for a Healthier Generation

The William J. Clinton Foundation and the American Heart Association partnered in May of 2005 to create a new generation of healthy Americans by addressing one of the nation’s leading public health threats – childhood obesity. The goal of the Alliance is to stop the nationwide increase in childhood obesity by 2010, and to empower kids nationwide to make healthy lifestyle choices. The Alliance will positively affect the places that can make a difference to a child’s health: homes, schools, restaurants, doctor’s offices and communities. For more information on the Alliance for a Healthier Generation, please visit: www.HealthierGeneration.org