



Inspire the World to Fitness®

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**Can You Name 7 Exercise Programs Proven to Burn Fat and Burn Calories More Efficiently Than Others?**

*Today's amazing array of fitness choices makes it hard to know which are the most efficient fat burning programs, but IDEA can help sort out the facts.*

**San Diego – May 4, 2009** – IDEA Health & Fitness Association, the leading membership organization of health, wellness and fitness professionals worldwide with more than 23,000 members in over 80 countries, has published “[Calorie Burning: It’s Time to Think Outside the Box](#)” featuring solid research on 7 of the most effective fat-burning exercise programs. The April *IDEA Fitness Journal* article, written by Len Kravitz, PhD, an educator and researcher at the University of New Mexico, reveals the answers.

The article answers such key questions as

- How does high-intensity interval training (HIT) help burn fat?
- Can muscle at rest burn calories? If so, how many more calories do you burn with the addition of each pound of muscle?
- Will you burn calories more efficiently if you exercise first thing in the morning on an empty stomach?
- How is caloric expenditure measured? How is it measured during exercise?
- Why is the amount of calories burned during upper-body exercise less than calories burned during other types of exercise?
- Plus, the article gives facts and research about each of the seven programs:
  1. High-Intensity Aerobic Interval Training
  2. High-Volume Continuous Circuit Resistance Training
  3. Sprint Interval Training
  4. Indoor Fartlek Play Training
  5. Metabolic High-Volume Conditioning
  6. Step-Wise Interval Training
  7. Near-Maximal Interval Training

“Many people engage in aerobic activities to advance their health status, lessen disease risk, modify body composition, reduce stress and improve cardiovascular fitness,” observes Kathie Davis, executive director of

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IDEA. “There are numerous exercise devices and modes to choose from that help them achieve these goals. Fitness professionals and personal trainers are continually seeking new and better programs to help clients attain their aerobic activity goals and maximize the calories burned in their endurance workouts. This article offers multiple fat-burning and calorie-burning program options that exercise specialists can use with their students. Even more important, the research will help consumers to ask fitness pros more informed questions about the training they’re receiving or programs they might want to explore.”

Link to the article here: <http://www.ideafit.com/burn-fat>

### **About IDEA Health & Fitness Association**

IDEA Health & Fitness Association is the world’s leading membership organization of fitness and wellness professionals with more than 23,000 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](#).