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Celebrity Versus Certified: Where Can Consumers Find The Truth?

With the Rise of “Celebrity” Personal Trainers, Consumers Demand Answers and Turn to IDEA FitnessConnect, the Only Verified Database of Professional Fitness Certifications

SAN DIEGO, CALIF. – October 25, 2010 – With recent debate concerning the status of celebrity fitness certifications, a new question has been introduced to consumers looking to find expert advice on health and weight loss: Where can I turn for credible, verified information about my trainer’s certifications?

Previously, there was no easy way to verify any individual’s credentials short of calling the agencies that issue these fitness certifications. [IDEA FitnessConnect](#) was recently launched by IDEA Health & Fitness Association to address these concerns and offer the first and *only* free database of certified fitness professionals. The directory will link more than 100,000 fitness pros to more than 16 million consumers.

“We know consumers understand the importance of exercise, especially with the recent increase in media attention on health and fitness, but finding a qualified fitness professional is a huge challenge for them,” says Peter Davis, CEO and co-founder of IDEA. “Without a standard set of guidelines to consider, a consumer searching for a [personal trainer](#) may yield insufficient or outdated information. Through IDEA FitnessConnect, consumers can search for a professional using various criteria and be confident they have found a suitable and certified fitness expert.”

With the current debate surrounding the efficacy of celebrity personal trainers without verified credentials, consumers are seeking information about the credentials of their local personal trainers and group exercise class leaders. IDEA FitnessConnect is currently the only resource for consumers searching for these answers.

For instance, a personal trainer who lists himself as a certified fitness professional will have the word "verified" next to his credentials only when the certification agency has confirmed this information against its database; until then, the status will appear as "pending." If a certification proves to be inauthentic, the credentials will be listed as "not verified." If it has expired, the credentials will say "expired" with the expiration date. In cases where the certification agency has not partnered with IDEA to provide verification, the status will appear as "unknown."

IDEA created this innovative platform for professionals and fitness consumers to address the following challenges:

- **Transparency.** A recent survey found that 45% of fitness professionals who claim to be certified are not actually certified.
- **Inclusiveness.** Among the hundreds of fitness certifications and many professional directories, there is no reliable, unbiased source to help consumers [find a qualified fitness professional](#)...until now. IDEA FitnessConnect does that with a few clicks.
- **Qualifications.** There is no standard set of qualifications for a consumer to consider when choosing a fitness professional.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading organization of fitness and wellness professionals including personal trainers, group fitness instructors, fitness directors and fitness business owners. These professionals coach, train and influence millions of health-minded individuals. Through IDEA professionals in over 80 countries, we "Inspire the World to Fitness[®]".

We deliver world-class content and continuing education to fitness professionals through three vehicles:

1. IDEA Fitness Journal, our award-winning monthly magazine plus four additional, specialty niche e-publications
2. World class fitness conferences for health and fitness professionals, including IDEA World Fitness Convention[™]
3. Streaming video and DVD courses available on our website (www.idealife.com)

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