



Inspire the World to Fitness®

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Earn Continuing Education Credits From the Best Instructors in the Fitness Industry

*Fitness and wellness professionals can choose from over 75 recorded
IDEA World Fitness Convention™ sessions and get fitness education via home study.*

San Diego – August 18, 2009 –If you’ve been to an IDEA event, you know that the experience is unmatched and practically indescribable. If you missed IDEA World Fitness in August--and want a taste of the most credible, professional fitness education available, then try our new [IDEA World Fitness Convention™ Online Video Package](#).

Even if you attended the event, here’s your chance to take the additional sessions your packed schedule could not accommodate. IDEA captured more than 75 World Fitness sessions as fitness videos and has rolled out at least 60 of these recorded sessions as brand-new continuing education credit (CEC) products.

[The 2009 IDEA World Fitness Convention™ Online Video Package](#)

- is available as a streaming fitness video package (with access to all session videos, with or without CECs)
- is also available as individual DVDs and CEC courses
- offers CECs from ACE, ACSM, NASM, NCCPT, NFPT, W.I.T.S. and more
- provides immediate access to IDEA World Fitness Convention education at a fraction of the cost! See all 75+ fitness video sessions--and get all the CECs!
- includes more than 140 hours of instruction
- offers 165 CECs
- lets you see 55 more sessions than IDEA World Fitness attendees do on-site
- includes top-grade educators, such as
 - Juan Carlos Santana, MEd, Metabolic Fat-Torching Protocols
 - Peter Twist, MSc, and Janice Hutton, MA, Innovative Drills for Small-Group Training
 - Todd Durkin, MA, Boot Camp 2009
 - Sherri McMillan, MSc, Partner Tubing

-more-

- Fred Hoffman, MEd, Heart-Core Circuit Training
- Carol Murphy, Cut to the Core
- is affordably priced:
 - 90-day access to all 75+ videos with unlimited CECs: \$399 members, \$449 nonmembers
 - 90-day access to all 75+ videos (without CECs): \$299 member, \$349 nonmember
 - \$100 off the video package (without CECs) for 2009 IDEA World Fitness attendees
 - individual IDEA World Fitness session video courses (with CECs): \$64.95 members, \$79.95 nonmembers

“There are many ways to get your continuing education credits these days, but learning at your own pace and on your own terms from the best faculty of fitness educators on the planet—while you earn CECs—is a smart and convenient option!” says Kathie Davis, executive director for IDEA. “We hope this provides fitness professionals with an additional option for enhancing their expertise through continuing education and for how much substance IDEA events offer.”

For more information, or to sign up now, visit www.ideafit.com/fitness-products/2009-world-session-video-courses.

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.