

Inspire the World to Fitness®

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IDEA Health & Fitness Association Delivers Inspirational Keynote Presentation and Unique Educational Sessions at Annual World Fitness Convention in Las Vegas

Renowned Life Coach Cheryl Richardson Leads Keynote and More than 130 Fitness Experts Head Sessions at World's Largest Fitness Event to be held July 25-29

San Diego – June 9, 2006 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with more than 20,000 members in over 80 countries, announces that renowned life coach and best-selling author, Cheryl Richardson, will deliver the keynote at the 24th annual IDEA World Fitness Convention®. The convention will be held July 25th−29th at the Hilton Las Vegas and the Las Vegas Convention Center. Senior partners include the Nautilus Institute™ and STOTT PILATES®.

Keynote presenter Richardson will discuss a ground-breaking, new approach that uses fundamental coaching skills to uncover and address "UFOs"—unidentified fitness obstacles—during her highly informative keynote address on Wednesday, July 26th. Incorporating inspirational success stories from her project "The Mind-Body Makeover Project," Richardson will address the importance of taking a holistic approach to fitness, which enables fitness professionals and their clients to reach a common goal of optimum health and fitness. Richardson is the author of the *New York Times* best-selling books, *Take Time for Your Life, Life Makeovers*, *Stand up for Your Life* and *The Unmistakable Touch of Grace*. She was the first president of the International Coach Federation and holds one of their first Master Certified Coach credentials. Her work has been widely covered in the media and she accompanied Oprah Winfrey on her "Live Your Best Life" tour as the team leader on Oprah's Lifestyle Makeover Series.

According to Kathie Davis, executive director of IDEA Health & Fitness Association, the World Convention offers a multitude of motivational and educational opportunities from world-renowned thought leaders and fitness professionals who are at the top of their field. "We are thrilled to have Cheryl Richardson share her intriguing ideas on the "whole-life process," which requires us to look beyond diet and exercise to discover hidden problems that often prevent people from embracing fitness and healthier living," she said. "This year's convention promises to provide invaluable insights from world-class experts who are eager to share new research and the latest ideas on a wealth of fitness topics."

Session highlights of the 2006 Annual IDEA World Fitness Convention include: Premier presentations making their debut at this year's convention include:

- Schwinn® Cycling: High-Performance Training—led by Jay Blahnik, this workshop will cover the science behind aerobic and anaerobic interval training while offering tips on how to incorporate both in cycling classes;
- Pilates Ball Choreography—led by Michael King, this unique workshop applies the latest research to examine a choreographic variation of Pilates movements;

- Ultimate Outdoor Group Training—led by Fraser Quelch, this session introduces the Suspension Training System, a versatile tool for dynamic outdoor workouts;
- Kickboxing Bootcamp—led by Kimberly Spreen, this workout matches kickboxing combinations with bootcamp-style cardio drills and strength challenges:
- Training Children—led by Peter Twist, this interactive session will focus on new ways to help kids (ages 8-16) develop athleticism through structured exercise;
- Step the Other Way—led by Yoav Avidar, this premier session takes a totally new look at planning and teaching a vertical step class;
- Integrating Corrective Exercise and Personal Training—led by Justin Price, this presentation focuses on how to assess musculoskeletal imbalances and integrate corrective exercise into personal training programs;
- Yoga with Weights—led by Sherri Baptiste, this interesting hybrid session combines weights for achieving physical fitness while incorporating powerful yoga moves for an ultimate body-mind-spirit workout;
- Drums Alive-Power Beat—led by Carrie Elkins, this session combines traditional aerobic movements with the powerful beat and rhythm of drums, using stability balls;
- BOSU® Sports Training—led by Douglas Brooks, this workshop uses the BOSU Balance Trainer and an easy-to-follow system for improving balance, equilibrium, multidirectional movement, quickness and agility as well as athletic strength; and
- West Coast Pilates Reformer Innovations—led by Kathy Corey, this course shares tips on how to progress and perform innovative variations of classic Pilates movements.

Additionally, this year's convention offers four-hour "InTensive" sessions, including:

- Mastery of Movement Step Aerobics—led by Rob Glick and Petra Kolber, this in-depth workshop focuses on new tools and teaching methodologies;
- Balance Training—led by Sabrena Newton, this presentation offers insight on designing the safest, most effective exercise programs for aging clients;
- Structural Assessment 101—led by Justin Price, this workshop provides tips on performing accurate musculoskeletal assessments;
- The Pelvic Core Floor—led by Chuck Wolf, this workshop explores how integrated core stability movement patterns will enhance the function of the pelvic floor; and
- Introduction to Coaching Skills—led by Margaret Moore, this workshop provides pragmatic advice on how to use core coaching skills and processes with clients.

Two days prior to the World Convention, IDEA is holding Inner IDEA, its inaugural conference focused on experiencing wellness through body, mind & spirit. This landmark event, which will be held July 23rd-25th at the Hyatt Regency Lake Las Vegas Resort & Spa, features more than 100 sessions presented by some of the wellness community's leading experts and practitioners.

For more information and registration details on IDEA World Fitness Convention and Inner IDEA, visit the event section on the company's website at www.ideafit.com/events or call 1.800.999.4332, ext. 7.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with over 20,000 members in more than 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 lifestyle programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA events, publications, educational products, member services or other activities, visit www.ideafit.com.