



**FOR IMMEDIATE RELEASE:
May 13, 2004**

**FITNESS AUTHORITIES TO SERVE AS *IDEA* SPOKESPERSONS
IDEA ENLISTS EXPERTS TO TACKLE OBESITY**

San Diego – As part of its mission to *Inspire the World to Fitness™*, *IDEA Health & Fitness Association* today named five fitness and nutritional experts to serve as spokespersons that will work closely with *IDEA* to promote the benefits of physical activity and smart eating in its outreach efforts to consumers and the news media.

These spokespersons are:

Shirley Archer, JD, MA —*IDEA Mind-Body Exercise Spokesperson*. Shirley is a trainer and health and wellness educator for the Stanford Health Improvement Program. Her specialties include motivating the new exerciser, teaching stress management techniques such as breathing, meditation, visualization and self massage. She also teaches classes in yoga and Pilates.

Jay Blahnik – *IDEA Group Fitness Exercise Spokesperson*. Jay is a well-known fitness educational presenter and he also serves as a spokesperson and educational consultant to Nautilus Health and Fitness Group as well as NIKE. He is a past *IDEA* Fitness Instructor of the Year and has been the technical adviser and director for some of the best selling videos of all time as well as starring in over 17 award winning exercise videos.

Susan Kundrat, MS, RD, LD – *IDEA Nutritional Spokesperson*. Susan is a licensed, registered dietician with over 15 years of experience in the field of sports nutrition. Susan is a sports nutrition consultant for the Northwestern University Wildcats teams. She is also an adjunct lecturer with the University of Illinois Food Service and Human Nutrition Department.

Justin Price, MA – *IDEA Personal Fitness Trainer Spokesperson*. Justin, the owner of The Biomechanics in San Diego, has been involved in the fitness industry for 13 years as a personal trainer, writer, presenter and business owner in both the U.S. and U.K. Justin has a master's degree in Sports Psychology and he helps athletes and clients improve their physical and mental approach to sport and exercise.

Mary Sanders, MS – *IDEA Water Fitness Spokesperson*. Mary is an adjunct professor and PhD candidate at the University of Nevada in Reno. She is the developer of Speedo® Aquatic Fitness Systems, conducts research in water exercise and trains instructors worldwide. She also writes articles on water fitness for a number of magazines including, *SHAPE*, *Prevention* and *Self*.

To arrange an interview with an *IDEA* spokesperson, contact Bernie Schroeder at schroederb@ideafit.com or Kelly Nakai at nakaik@ideafit.com.

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals with more than 19,000 members in over 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 healthy lifestyle programs. For more information on *IDEA* events, publications, educational products, member services or other activities, visit the *IDEA* Web site at: www.ideafit.com.

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