



Inspire the World to Fitness®

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Fitness Professionals Can Succeed in ANY Economy Armed With Education

IDEA World Fitness Convention™ provides an array of new programs, strategies and solutions for busy professionals

San Diego – June 1, 2009 – Does your fitness career or business need a boost to meet the daunting challenges in today's market? Do you *personally* need a lift—an inspirational attitude shift—to rejuvenate your creativity, optimism and motivational powers? Then you need to consider attending [2009 IDEA World Fitness Convention](#), where the theme is “Inspire: Be the Change,” and the focus will be on creating success and positive change for you and your clients.

The IDEA World Fitness convention is the largest and longest-running fitness conference in the industry (25 years!) and showcases the world's most comprehensive educational program for fitness and wellness professionals. This year, World offers more than 300 educational sessions, 135 of the world's best-known presenters, nine preconference workshops and the chance to earn over 23 CECs. With more than 5,000 attendees from 65 countries expected to participate, IDEA World is the leading multicultural fitness conference held in the United States.

2009 IDEA World Fitness Convention Fast Facts

- When: Wednesday, August 12-Sunday, August 16 (Preconference Sessions August 12)
- Where: Anaheim Convention Center; Conference Hotel headquarters is the Anaheim Marriott
- Advance Registration discounts apply through July 10
- For additional information or to register, go to: <http://www.ideafit.com/conference/idea-world-fitness-convention-2009>
- The IDEA Fitness & Wellness Expo Hall will have more than 150 exhibitors featuring companies like Under Armour, Reebok, K-Swiss and STOTT PILATES®, IDEA's Senior Partner. It will showcase all the newest, most innovative and most exciting moves, workout programs, fitness equipment, clothes and gear. Other highlights include money-saving professional discounts and trendsetting shows, including Culture Shock, Los Angeles on the Expo Hall's Performance Stage.
- Opening ceremonies will focus on the role of the fitness professional as a global force for change. The inspiring morning will include celebrity master of ceremonies Kathy Smith, entertainment highlights and a keynote presentation by internationally known “Master of Playfulness” Matt Weinstein. The 2009 IDEA Health & Fitness Awards also will be presented.
- STOTT PILATES master trainers John Garey and PJ O'Clair will present an energizing STOTT PILATES Mini Stability Ball™ Workout during an exclusive evening session on Thursday, August 13, at 6:15 PM. Participants will receive a free Mini Stability Ball just for participating. The session will work on improving posture, core stability and back mobility; and teach participants to add variety and fun to traditional Matwork routines. To register, please e-mail ideaworkout@stottpilates.com
- Exciting sessions with in-depth training on fitness equipment such as TRX, Indo-Row, Kranking, Gravity and BeamFit as well as small group training and the IDEA (Outdoor) California Experiences, to name a few.

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- This year, Step Reebok is celebrating its 20th anniversary. IDEA has united top veteran Step presenters with Reebok's newest crew. Join the fun as these amazing Step teachers pull out all the stops in this exhilarating 75-minute workout. Gin Miller, the originator of Step, will be on hand to emcee the festivities.

“Particularly now, in a time of global uncertainty when people are feeling a lot of stress and anxiety, there is such great need for the health, wellness and balance that fitness professionals can bring to people’s lives,” says Aprile Peishel, MA, IDEA director of event programming. “Our goal for this year’s convention is to give fitness pros all the ideas, resources, networking connections and motivation they need to bring creativity, inspiration and hope back to the people they work with every day.”

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](#).