



Inspire the World to Fitness®

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How to Find the Right Personal Trainer for the Holidays and Beyond

IDEA FitnessConnect Links Consumers to the Best (and Certified) Personal Trainers to Help Battle the Holiday Bulge

SAN DIEGO, CALIF. (Nov. 15, 2010) – Whether moving from the old year to the New Year or going from a third helping of stuffing to the third mile of your run, the last few months of the year are about new beginnings and remaking yourself physically and mentally. Where does one find a personal trainer or group exercise leader who is legitimately trained and certified to help you get fit and stay on the path of a healthy and effective exercise routine? This year, IDEA FitnessConnect is the newest *free* resource for consumers to find a certified local personal trainer or group exercise instructor the smart way.

With more than 130,000 fitness professionals, 30,000 clubs and 15,000 classes and events, IDEA FitnessConnect puts the power of [finding a personal trainer](#) back in the hands of the consumer. Gone are the days when those looking to get in shape would trust their local gym or even online ads for important information about personal trainers.

“IDEA FitnessConnect is the first resource of its kind. We were shocked by a recent study that found 45% of fitness professionals who claim to be certified actually do not hold current fitness certifications,” said Peter Davis, CEO of IDEA Health & Fitness Association. “By providing verification of each credential for every trainer’s profile, we are able to give consumers confidence in their choice of fitness services while strengthening the credibility and professionalism of our industry.”

[IDEA FitnessConnect](#) provides more than just verifications of fitness professionals’ certifications, it also allows consumers to view a trainer’s liability insurance, training locations, class schedule, specialties and client reviews. With the current issues surrounding the credibility of celebrity personal trainers, the need to have verified information regarding a trainer’s qualifications can be the difference between a successful New Year’s resolution and one that just collects dust for another year.

With an estimated 25% of those who make New Year resolutions abandoning their promises after the first week, it’s important for consumers to set realistic resolutions and find somebody to hold them accountable. With IDEA FitnessConnect’s growing database of fitness professionals, New Year resolutions and holiday weight loss become a reality.

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

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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.ideafit.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.