



**FOR IMMEDIATE RELEASE:
May 6, 2004**

***IDEA ADDRESSES YOUTH FITNESS AND OBESITY
LIFE 101: SECRETS FOR SUCCESS EVERY TEEN GIRL NEEDS TO KNOW***

San Diego – A recent survey by two leading San Diego educational institutions has found that the lack of physical activity among young people age 11 -15 is the most significant factor contributing to obesity. This comes at a time when nearly half of adolescents are not physically active on a regular basis and as the rate of childhood obesity has nearly doubled over the last 20 years.

“These alarming statistics are a clear call to action and they are the reason *IDEA Health & Fitness Association* has launched our *Inspire the World to Fitness™* campaign. Yet, for this effort to succeed, fitness professionals need to begin at home and in their local communities as they work with children and teens that are most at risk. To help them do this, a large portion of the educational programming at the upcoming *IDEA World Fitness Convention®* in San Diego will be devoted to *Inspiring the World to Fitness* and this will include the ground-breaking workshop, *Life 101: Secrets for Success Every Teen Girl Needs to Know,*” says Kathie Davis, executive director of *IDEA Health & Fitness Association*.

Life 101: Secrets for Success Every Teen Girl Needs to Know is a two-day workshop designed for teenage girls that will teach stress reduction techniques, self-confidence builders and how to create a vision for their future. Special emphasis will also be given to the importance of health and fitness in teenager’s lives and this will include two fitness classes and one nutrition class taught by industry experts:

- *Hip-Hop Journey* with Angie Bunch, founder and President of Culture Shock Dance Troupes, Inc. *A Hip Hop Journey* is a cardio Hip Hop class designed to embrace all levels of ability and style with fresh and fun street choreography in a non-intimidating environment
- Kickboxing with Chalene Johnson, Creator of *Turbo Kick™* who has appeared in over 25 exercise videos. *Turbo Kick* is an urban style kickboxing class fusing hip-hop grooves, martial arts, and basic athletics into a foot stompin’, heart pumpin’, knock your socks off, energy packed work-out that is truly unique.
- “*How to Nourish Your Body for Maximum Energy*” with Jenna Bell-Wilson, PhD, RD, LD. This session is designed to help teenage girls learn how to feel their best by improving what they eat for an active or hectic lifestyle!

— more —

Tami Walsh, MA, a leading teen self-esteem expert, will conduct the other sessions in the *Life 101* Workshop and these topics include:

- Stress Reduction – “Stress-Busters:” 25 Positive Ways to Reduce Stress Fast!
- Self-Esteem/Self-Confidence – The Six Most Common Traps Teen Girls Fall Into and How to Get out Fast!”
- The Power of Creating Vision for Your Future – A Visioning Mini-Workshop that Explores the Power of Vision/Intention in Goal Achievement.

Life 101: Secrets for Success Every Teen Girl Needs to Know will be held on Friday, July 9 and Saturday, July 10 during the *IDEA World Fitness Convention* being held at the San Diego Marriott Hotel. Participants in this workshop must be in grades 9 -12 in the fall of 2004. For more information, go to www.idealife.com or call IDEA member services at 800-999-4332, ext. 7.

The *IDEA World Fitness Convention* is the premier educational event for health and fitness professionals and attracts over 4,000 participants from more than 60 countries. The *IDEA World Fitness Convention*, taking place in San Diego, California, July 7 –11, 2004, is designed for health and fitness professionals such as personal fitness trainers, fitness facility managers and owners, group exercise leaders, and allied health professionals. Sessions, workshops and workouts will feature in-depth health and fitness educational opportunities with a focus on applied techniques and programming. *IDEA's* Senior Partners are Nautilus Health & Fitness Group® and STOTT PILATES™.

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* website at: www.idealife.com.

Media Contacts:

Kelly Nakai
IDEA Health & Fitness Association
(858) 535-8979
nakaik@idealife.com

Bernhard Schroeder
IDEA Health & Fitness Association
(858) 535-8979
schroederb@idealife.com

###

MEMBERS OF THE NEWS MEDIA: To receive a 2004 *IDEA World Fitness Convention* brochure and schedule of events, or to receive a registration form for a complimentary press pass, contact Kelly Nakai at: (858) 535-8979, ext. 212, or e-mail: nakaik@idealife.com.