



Inspire the World to Fitness™

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**IDEA Health & Fitness Association Announces Inspirational Keynotes, Advanced Educational Sessions and Expanded Exhibits at 23<sup>rd</sup> Annual World Fitness Convention**

*More Than 6,000 Fitness Professionals From Around the World Expected to Attend Largest Global Fitness Event, to be held in Las Vegas on July 5-9*

**San Diego – May 9, 2004** – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with nearly 20,000 members in more than 80 countries, unveils new programming and inspirational speakers for its 23<sup>rd</sup> annual IDEA World Fitness Convention®. At this event we expect over 4,000 participants and another 2,000 attending the Expo Hall. As the largest fitness event in the world, this yearly conference offers more than 275 educational sessions—with an opportunity to earn up to 21 continuing education credits (CECs)—and a comprehensive Fitness & Wellness Expo with more than 180 exhibitors showcasing the latest fitness products and services. The convention will be held July 5th-9th at the Hilton Las Vegas and Las Vegas Convention Center. Event sponsors include The Nautilus Institute™ and STOTT Pilates™.

This year's conference features inspirational keynotes from world-renowned thought leaders, including Tim Sanders, marketing guru and best-selling author; and Dr. Pamela Peeke, a nationally recognized expert in the fields of nutrition, fitness and metabolism. In his Wednesday, July 6<sup>th</sup> keynote, Sanders will share valuable information from his latest book, "The Likeability Factor," while providing insight on how fitness professionals can develop strong connections with their clients by focusing on relationship building. On Thursday, July 7th, Peeke will lead a thought-provoking session entitled, "How Mars and Venus Get Fit: The New Science of Gender-Specific Transformations." During her keynote, Peeke will explain how men and women typically prepare for, engage in and face fitness challenges. In addition to learning new information on the science of gender-specific body composition and metabolism, this stimulating session will offer pragmatic advice on how fitness professionals can help their clients achieve optimal mind and body transformations.

In addition to these highly informative sessions, IDEA World Fitness Convention will offer an unprecedented number of Pilates classes designed for both general and special populations; sessions on extensive mind-body fitness topics, such as Nia, mindful walking and relaxation and meditation in addition to the return of the widely popular "Club without Walls" outdoor classes.

According to Kathie Davis, executive director of IDEA Health & Fitness Association, the annual World Fitness Convention is another excellent opportunity for fitness professionals to strengthen a wide range of skills while reaffirming their commitment to assisting clients in their quest to attain fit and healthy lifestyles. "The IDEA World Fitness Convention unites more than 6,000

professionals from around the globe with a common goal of helping their communities—and ultimately, the world—become healthier,” she said. “We applaud their dedication, especially in an era when more people than ever are overweight or obese and more susceptible to disease. Our annual event provides an ideal opportunity to enrich fitness skills and recognize industry innovators while sharing the latest ideas and tools for inspiring the world to fitness.”

Other session highlights from the five-day event include:

- Sunrise yoga with Rodney Yee, one of the most popular yoga instructors in the world, at Spring Mountain Ranch in the Red Rock Canyon;
- Fitness for women, children and older adults;
- STOTT Pilates workout, Polestar Pilates, sculpt & tone, reformer and more;
- Mind-body research update and fusion fitness training;
- Schwinn cycling, one-day classic road race, competitive indoor cycling;
- Nutrition/weight management, teenage obesity, nutrition for every woman;
- Childhood obesity—the strength training connection;
- Advanced biomechanics, tools to increase exercise adherence, torque and training special populations;
- Feldenkrais: awareness through movement, yoga for athletes, yoga and strength;
- Rehabilitation, physical therapy; keeping post-rehab athletes competitive;
- Sports conditioning, hot topics in sports medicine;
- Strength and core training, kick boxing,
- Aquatic exercise including inner-tube water polo and aqua choreography;
- Exercise and osteoporosis, fall prevention for the aging, working with diabetic clients;
- Group exercise and personal training, extreme step, step stomp, dance moves, salsa step;
- Lifestyle coaching, fitness management, business and leadership.

World-class exhibitors will offer the latest fitness products and services at discounted prices in the IDEA Fitness & Wellness Expo. Exhibitors include STOTT Pilates, Nautilus, Nike, BOSU® Balance Trainer, Balanced Body, efi Sports Medicine, Freemotion Fitness, Gaiam®, New Balance and more.

Top fitness professionals will be recognized and motivational stories will be shared as the winners of the following awards will be announced during the Wednesday and Thursday keynote sessions: 2005 IDEA Personal Trainer of the Year, 2005 IDEA Fitness Instructor of the Year, 2005 IDEA Program Director of the Year and 2005 IDEA Fitness Inspiration Award Winner.

To register or receive an event brochure, visit the event section on the company’s website at [www.ideafit.com/fusion](http://www.ideafit.com/fusion) or by calling 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 nearly 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](http://www.ideafit.com).

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