



Inspire the World to Fitness®

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**IDEA Health and Fitness Association Announces Expanded Educational Program for the 25<sup>th</sup> Anniversary IDEA World Fitness Convention**

*Wellness Guru Paul Zane Pilzer to Deliver Keynote at World's Largest Fitness Event to be held July 5-9 in San Diego, Including New Sessions and the Latest Products*

**San Diego – April 16, 2007** – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with more than 21,000 members in over 80 countries, announces the silver anniversary at the IDEA World Fitness Convention®, with a slate of trendsetting sessions, industry-defining educational presentations and an empowering keynote from wellness industry guru Paul Zane Pilzer.

The largest fitness training event in the world, this year's annual World Fitness Convention promises to gather more than 5,000 fitness professionals from 60 countries to attend more than 300 fitness programs and educational sessions as well as an industry-leading Fitness and Wellness Expo showcasing more than 130 exhibitors displaying the latest products and services. The convention will be held July 5<sup>th</sup>–9<sup>th</sup> at the San Diego Convention Center. Event partners include the Nautilus Institute™ and STOTT PILATES®.

The program for this milestone event includes a record number of 145 new sessions and 76 mind-body sessions in addition to a series of "Looking Forward" panel discussions especially developed for the 25<sup>th</sup> anniversary. These inspirational fitness forecasts will feature perspectives from industry legends Judi Sheppard Missett, Kathy Smith and Tamilee Webb. In all, more than 130 world-renown thought leaders from the fitness, health and wellness communities will contribute to the program, giving fitness professionals the opportunity to earn as many as 21 continuing education credits (CECs). IDEA also will present its 2007 Health & Fitness Awards to the year's top personal trainer, fitness instructor and program director. The Lifetime Achievement Award will be presented to Augie Nieto, the founder of Life Fitness.

The opening ceremony will feature a presentation by Pilzer, renowned economist and author of the best-seller *The New Wellness Revolution*. He will offer insights into how fitness professionals can become integral contributors in the wellness community that is reaching worldwide proportions

According to Kathie Davis, executive director of IDEA Health & Fitness Association, the convention will unveil future directions for IDEA while also celebrating the association's 25<sup>th</sup> anniversary and recognizing past milestones. This will be accomplished through a blend of superlative learning experiences to help attendees grow professionally and personally along with a series of celebratory events and even a few surprises befitting a silver anniversary. "This year's exciting milestone for IDEA Health & Fitness Association means the energy level will be off the charts at our annual World Fitness Convention," she says.

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Sessions and presentations making their debut this year include:

- GYROTONIC® Exercises and GYROKINESIS®—Details on the programs and equipment that are being used worldwide in fitness, sports and rehabilitation centers;
- Cycle Karaoke—Sing your favorite songs while peddling to the beat;
- Combat interval challenge—Combine kickboxing skills with a boot camp-style workout for reaching new heights in cardio;
- Cutting-edge techniques for older adults—Learn some of the most promising new strategies for regaining and retaining function in older clients;
- Movement testing—Find out about two distinct ways to gather information on the condition of clients’ physiological motion and functional capabilities;
- 21st Century Youth Fitness—Hear insights on teaching fitness through technology;
- BOSU® Block Party Workout—Experience a one-of-a-kind circuit workout loaded with drills, skills and lots of fun.

Additionally, concentrated four-hour courses are back by popular demand to provide attendees with research and invaluable hands-on training from leading experts in a variety of specialty areas, including functional and structural assessments, muscle activation techniques and an interactive business workshop for women. A certificate of completion is awarded to professionals enrolled in these “InTensives” programs. IDEA World Fitness Convention also offers a host of specialized sessions on the latest industry topics, including:

- Personal training—Including metabolic training, functional abdominal training, improving gait, balance training and tips for developing a successful, profitable small group training program;
- Management, business and leadership—How to get the most from your endeavors;
- Group exercise—Including video dance, cardiography, hip-hop instructor training, a survival guide for novice trainers and cardio boxing;
- Body-mind fitness—Adaptive Pilates, yoga and the science of breathing;

The IDEA Adventure Experience (formerly Club without Walls) has been expanded this year to encompass a wide assortment of classes from surfing to a boot camp challenge aboard the USS Midway, which is now a permanent fixture on the San Diego waterfront. Finally, a menu of career-focused sessions also will help fitness professionals improve their professional profile, from creating new types of classes and attracting younger clients to essential teaching tips and how to move into management. Attendees also will have ready access to the latest findings and experiences in personal training, group exercise, indoor cycling, water fitness, nutrition and other “hot topics” in the fitness industry.

For more information and registration details on [IDEA World Fitness Convention](#), visit the event section on the company’s website at <http://www.ideafit.com/world> or call 1.800.999.4332, ext. 7.

#### **About IDEA Health & Fitness Association**

IDEA Health & Fitness Association is the world’s leading membership organization of fitness and wellness professionals with more than 21,000 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](#).

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