



Inspire the World to Fitness®

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**IDEA Health & Fitness Association Introduces the First Annual Conference
Focused on Experiencing Wellness through Body, Mind & Spirit**

*This Historic, Inaugural Inner IDEA Conference will Feature New
Research and Innovative Programs Led by a Growing Community of Wellness Leadership*

San Diego – March 20, 2006 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with nearly 20,000 members in more than 80 countries, introduces Inner IDEA, its first annual conference focused on experiencing wellness through body, mind & spirit. This landmark event, which will be held July 23rd-25th at the Hyatt Regency Lake Las Vegas Resort & Spa, features more than 100 sessions presented by some of the wellness community's leading experts and practitioners. Visionary sponsors for Inner IDEA include STOTT PILATES®, Balanced Body®, Gaiam®, Gyrotonic®, Nia® and PeakPilates™.

This groundbreaking conference features an impressive roster of industry visionaries who will present their insights on a variety of wellness fields in two general sessions, "Visions of the Future." The dynamic and influential experts include, Shirley Archer, JD, MA; Jeff Bensky, PhD, MA; Ronda Gates, MS; Barbara Harris, MA; Lorna Francis, PhD, CLC; Pamela Peeke, MD, MPH, FACP; Peter Reding, MBA, MCLC, MCC and Debbie Rosas. The conference program promises a finely balanced mix of sensory experiences and educational offerings. IDEA has assembled the most qualified and inspirational industry figures to lead attendees through sessions on a variety of topic areas, including integrative fitness, yoga, Pilates, lifestyle coaching, business management, wellness and nutrition.

According to Peter Davis, chief executive officer of IDEA Health & Fitness Association, the importance of mind-body fitness is an area of concentration that IDEA has been focused on for decades. "We have spent years researching and reporting on the latest innovations in mind-body programs," he says. "IDEA is uniquely qualified to help attendees of Inner IDEA receive the heightened level of guidance and leadership needed to strengthen their bodies, expand their minds and ignite their spirits in a dynamic atmosphere that will be a 'must attend' event from this year forward."

Session highlights from Inner IDEA include:

- More than 30 Pilates mat and equipment sessions, including classes on cuing and corrections, advanced technique, breath integration, mindfulness training, post-rehabilitation, techniques for mature clients, group and personal training reformer programming instruction;
- A wide range of yoga programs, including classes on the yogic warrior, chakra yoga, anusara yoga, ashtanga yoga, raja yoga, restorative yoga, yoga nidra, yoga and women's health, neuropsychology and the brain state, yoga alignment and the asanas as well as the

- connection between yoga breath and balance. Sunrise and moonlight yoga also will also be offered;
- The latest research on science and the mind-body connection, including the areas of gender-specific wellness, the relationship of body-mind-spirit methods to health and disease, Pilates benefits, breath and well-being, the relationship between nutrition and wellness, the relationship between body image and weight management as well as "emotional anatomy," or how bodies reveal personality based on movement experience.
 - Techniques, tips and trends on life coaching, including inspired learning techniques, Ideokinesis® (or "mind over matter mental imagery"), bridging the gap from instructor to coach as well as how to inspire and empower clients with new training tools.
 - A large selection of sessions on innovative Body-Mind-Spirit topics, including Nia, qigong, tai chi, moonlight meditation, walking meditation, relaxation techniques, tribal dance, awakening the senses, sound enhancement therapy, color therapy, Thai massage, creating a healing class environment and journal writing.
 - A wide variety of wellness and nutrition topics, including "The Healer Within: Stress Management and Mind-Body Techniques," "Nutritional Immunity: How to Stay Fit the Rest of Your Life" and "Eating From the Heart, Mindful Eating."
 - Body-mind-spirit water programming, including "Powerful, Gentle Poolates™," "Healing in the Water With Watsu," "Flow Chi," "Water Fusion" and "Stirring Currents."

According to the Sporting Goods Manufacturers Association, more than 13 million Americans practiced yoga or tai chi and nearly 10 million practiced Pilates in 2004. A recent National Health Interview Study (NHIS) revealed that more than 60 percent of Americans used some form of complementary and alternative medicine within the last year. IDEA's 10th annual programs and equipment survey also demonstrated the sustained popularity of enhanced mind-body programs featuring yoga and Pilates. More than half of the fitness professionals polled for the 2005 survey are merging yoga and Pilates with one another or a traditional exercise format. In looking back, yoga has enjoyed consistent appeal over the past decade, with 31 percent of the 1996 survey respondents including a yoga class on their weekly program rosters. Today, 66 percent said they hold regular yoga classes.

"It's clear from our annual surveys and the input we receive from fitness professionals around the world that the time is right for a breakthrough gathering such as Inner IDEA," adds Davis. "For the first time, we can reinvent our common vision to inspire the world to wellness through body, mind and spirit."

To register or receive an event brochure, visit www.inneridea.com or call 1.800.462.1876. Advance registration pricing of \$495 is available through May 19th.

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 or www.inneridea.com.