



Inspire the World to Fitness®

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**IDEA Health & Fitness Association Announces Third Annual Inner IDEA Conference,  
With an Intensified Focus on Achieving Wellness through Mind, Body and Spirit**

*Three-Day Event Provides More than 150 Sessions on a Variety of Wellness Topics,  
Including Meditation, Pilates, Yoga, Relaxation, Research and Lifestyle Coaching*

**San Diego – June 30, 2008** – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with more than 23,000 members in over 80 countries, announces its third annual [Inner IDEA Conference](#) focused on experiencing wellness through mind, body and spirit. The conference, which will be held September 11<sup>th</sup> to 14<sup>th</sup>, will return to the La Quinta Resort & Club in Palm Springs, Calif.

The three-day event features more than 150 sessions including topics, such as meditation, Pilates, yoga, wellness, relaxation, research, integrative movement, life coaching, nutrition and more. Visionary sponsors for this conference are Balanced Body®, Gaiam®, GYROTONIC®, Nia®, Peak Pilates™ and STOTT PILATES®.

This year's theme, "A Community in Motion," has gathered many of the world-renowned voices in the wellness industry to share their respective passions about the latest in trends, research and practices all aimed at exploring and deepening the holistic approach that honors the connections between mind, body and spirit. Dr. Patrick Gentempo, Jr., who is one of the most prominent names in alternative healthcare, will deliver this year's keynote address. Patrick is the co-founder and CEO of the Creating Wellness Alliance. He will explore how wellness professionals can play critical roles in turning around today's failing healthcare model while leveraging opportunities for their own business or career advantage. Special guest Swami Veda Bharati will lead a meditation as part of the opening ceremonies. He is the spiritual director of Sadhana Mandir Ashram and the spiritual guide of the worldwide organization AHYMSIN.

According to Peter Davis, chief executive officer of IDEA Health & Fitness Association, the resounding positive feedback from last year's conference (a 97 percent satisfaction rate from attendees) set the groundwork for this year's theme. "Participants have told us over and over that they love the feeling of community that comes with being part of Inner IDEA," he says. "Interest in mind, body, spirit wellness is growing on a worldwide basis and we look forward to creating a new paradigm led by like-minded people from around the globe who are all passionate about achieving greater health, vitality and happiness."

Highlights of this year's program include:

- The debut of mind-body classes titled "Buddha Camp," "Yoga Power and Tai Chi Grace," SHAKTI™ 2008: The Experience," "Nia: Moving Meditation," "Winning at Losing: The Truth about Successful Weight Loss," "Sound Healing and Yoga," "Pilates,

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Biomechanics and Reality,” “Manifesting Spirit in the Business of Fitness” and “The Tao of Negotiation.”

- Advanced, diverse curriculum with a focus on the newest trends and developments in Pilates, Yoga, Nia, GYROTONIC and GYROKINESIS® exercises, integrative movement, mindfulness and meditation, lifestyle coaching as well as health, nutrition, research and wellness.
- Two pre-conference wellness workshops; “Happiness Coaching: It’s in Our DNA,” presented by Margaret Moore, MBA and “Creating and Deepening Your Yoga Practice,” by Michele Hebert and Mehrad Nazari, PhD.
- The introduction of the latest Pilates equipment, from STOTT PILATES, Balanced Body and Peak Pilates.
- Five unique, hosted meal experiences emphasizing conscious eating and community connection.

The roster of wellness industry luminaries who will present at Inner IDEA 2008 include Lawrence Biscontini, MA; Ana Cabán; Scott Cole; Rael Isacowitz, MA; Len Kravitz, PhD; Ralph LaForge, MSc; PJ O’Clair; Pamela Peeke, MD, MPH, FACP; Carlos & Debbie Rosas; Deborah Szekely; and Mari Windor.

Also on the program will be the presentation of the second Inner IDEA Inspiration Award. This year’s recipients are Frank and Serpil Iszak, founders of Silver Age Yoga Community Outreach. The San Diego-based organization has trained more than 100 yoga teachers in geriatric science-based yoga. Since the start of their work four years ago, more than 4,000 free weekly yoga classes have been held at 23 sites throughout San Diego.

To register or receive an event brochure, visit <http://www.inneridea.com/> or call 1.800.462.1876. Advance registration is \$595, if postmarked by July 25<sup>th</sup>.

#### About Inner IDEA

Inner IDEA is a division of IDEA Health & Fitness Association, the leading membership organization of fitness and wellness professionals, with more than 23,000 active members in over 80 countries. Inner IDEA’s mission is to inspire the world to wellness through mind, body and spirit. Inner IDEA offers industry leading education through its conferences and website to its community of mind body professionals as well as interested consumers. For more information on Inner IDEA and its offerings, visit <http://www.inneridea.com/>.

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