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IDEA Health & Fitness Association Appoints Peggy Buchanan Corporate Spokesperson on Older Adult Fitness

Industry Veteran, Author, Teacher and Award-Winning Fitness Professional Follows Emerging Special Population Trends and Shares Valuable Insight from Hands-on Experience with Seniors

San Diego – September 19, 2005 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with nearly 20,000 members in more than 80 countries, announces the appointment of Peggy Buchanan, M.A., as its official spokesperson on fitness issues involving older adults. In this role, Buchanan will address older adult fitness topics as well as provide expert advice on fitness programs, equipment and facilities that are tailored for older adults with varying fitness levels and different exercise goals.

Buchanan is the director of fitness, aquatics and physical therapy at Vista del Monte, an active retirement community in Santa Barbara, Calif., as well as corporate vitality lifestyles program coordinator for Front Porch, the largest not-for-profit provider of retirement housing and services in Southern California. A fitness professional for the past 30 years, she has achieved a long list of teaching, training, writing and presenting credentials. Among her numerous industry distinctions and awards are the 1997 IDEA Fitness Instructor of the Year, 2002 IDEA Program Director of the Year and NuStep 2000 Pinnacle Award for best senior fitness/wellness program. Under her leadership, Vista del Monte's fitness and aquatics center received a 2004 Community Service Award from the California Associations of Homes and Services.

According to Kathie Davis, executive director of IDEA Health & Fitness Association, Buchanan's appointment will bolster the association's ability to stay at the forefront of breakthrough fitness programs for older adults. "We are very fortunate to have Peggy help IDEA in generating greater awareness about the issues and trends affecting seniors," she said. "She will be instrumental in our efforts to foster the development of innovative and inspirational fitness programs that keep people motivated to exercise, regardless of their age or skill level."

At Vista del Monte, Buchanan has introduced a variety of unique programs as part of a six-dimensional "whole person wellness" initiative, which encompasses the social, emotional, spiritual, intellectual, physical and vocational aspects of exercise and recreation. "In helping people maintain vital, healthy lives as they age, we need to consider all the different areas that keep them inspired and engaged in regular activity," explained Buchanan. "I am thrilled to work with IDEA Health & Fitness Association to

share my experiences first hand while providing guidance on creating customized, highly effective fitness programs for a more mature audience.”

Currently, Buchanan is following two emerging trends in older adult fitness: pole walking and balance programs. Earlier this year, Buchanan and Vista del Monte residents participated in a research project hosted by the kinesiology department at Santa Barbara-based Westmont College. A group of participants tested walking poles, a new fitness walking technique that uses poles to increase the aerobic benefits of walking while aiding balance. Another group practiced balance activities in the pool. Both groups experienced dramatic improvements and decreased their fall risks.

As a result, Buchanan began offering a new FallProof training program developed at California State University, Fullerton. This program is designed to finely tune balance coordination between three primary areas: eyes, muscles and joints as well as inner ear. “Balance and fall prevention is one of the hottest topics in older adult fitness—and for good reason,” added Buchanan. “Our new program practices the planned—and unplanned—functional movements of everyday living, so the memory and coordination centers of the brain can respond quickly and efficiently.”

Buchanan holds numerous senior fitness organization memberships and certifications. She also has authored a best-selling children’s fitness book, called *Movin’ & Groovin’*, and a cookbook for active people with more than 200 low-fat recipes.

In addition to bringing Buchanan onboard to address older adult fitness, IDEA Health & Fitness Association has well-respected, industry spokespersons who focus on a variety of fitness topics, including group fitness exercise, mind-body, nutrition, personal training and water fitness.

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. For more information on IDEA events, publications, educational products, member services or other activities, visit www.ideafit.com.

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