



MEDIA ADVISORY

Inspire the World to Fitness®

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IDEA Health & Fitness Association Appoints Petra Kolber as a Spokesperson for Group Fitness Exercise

*Internationally Known Health, Wellness and Fitness Expert
Brings Her Own Personal Brand of Experience and Insight*

San Diego – April 18, 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, announces the appointment of Petra Kolber as an official spokesperson on issues regarding group fitness exercise. In her new capacity, Kolber will serve as a valuable resource on the latest classes, trends and industry issues as they relate to exercising in group settings. She joins Jay Blahnik who also is an IDEA spokesperson and is recognized as one of the premier fitness instructors in the world.

Kolber is one of the most respected and well-known names in the fitness and wellness communities. She grew up near Liverpool, England, where she studied dance and majored in musical theater. Upon relocating to the U.S., she shifted her talents to the health and wellness industry, providing motivational guidance through speaking engagements, videos and television appearances. Over the past 10 years, Kolber has appeared on *The CBS Early Show*, *Fit TV*, *The Today Show*, *Good Day New York*, *QVC*, *Fox on Health Weekend*, *The Home Show*, *FX's Breakfast Show* and *Crook & Chase*.

According to Kathie Davis, executive director of IDEA Health & Fitness Association, Kolber's addition to the organization's stellar roster of spokespeople further strengthens IDEA's position as a leading authority in the fitness and wellness industry. "We are thrilled to share Petra's infectious enthusiasm and inspirational insight as our newest group fitness spokesperson," she said. "Petra is clearly on the cutting-edge of the latest trends and classes that are transforming group exercise. Her expertise will prove invaluable in helping IDEA stay at the forefront of this crucial fitness area."

Kolber is a contributing editor for *Health Magazine* and has been a regular contributor to *O Magazine (Oprah)*, *Shape*, *Fitness*, *Family Circle*, *Bride's*, *Redbook*, *Weight Watchers* and *Fit*. In 2005, Kolber choreographed and co-starred in the DVD-based fitness series "Walk It Off with George," starring George Foreman. Currently, she appears on Fit TV's new series, "All Star Workouts" while also continuing to develop her own line of fitness videos and DVD's. When not traveling, Kolber leads innovative group-exercise and dance classes for a Los Angeles-area fitness center. She also was the IDEA Fitness Instructor of the Year in 2001.

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“I am honored to join IDEA Health & Fitness Association and contribute my voice to the association’s progressive yet balanced view of important health and wellness issues,” she said. “In generating greater awareness on group exercise, we can offer fitness professionals innovative strategies and new tools for helping others stay on the path to a healthier lifestyle. Wherever possible, I look to exercise and movement as essential avenues for strengthening the body while empowering the mind and spirit.”

While Kolber has received many accolades for her work in health and fitness, none are more important to her than her status as a cancer survivor. After being diagnosed with Hodgkin’s Lymphoma in 1999, she endured eight months of intensive chemotherapy and radiation. Now cancer-free, she brings her personal life experiences to everything in which she gets involved and uses her insights and revelations to help motivate others.

Currently, Kolber is following the growing appeal of dance classes to people of all ages and at varying fitness levels. “Dance classes are gaining widespread popularity because they give both beginners and advanced participants an opportunity to feel the joy of movement in a fun, fast-paced environment,” she added. “I focus on ‘doable dance,’ without complicated routines but lots of opportunity to move to the rhythm of music in a lively group-fitness setting.” Kolber also is tracking the growing trend in fusion classes, such as Yoga combined with Tai Chi or strength-based training. Another trend Kolber has identified is the increasing use of medicine balls in group-fitness classes as an aid for partner drills and core conditioning exercises.

In addition to Kolber, IDEA Health & Fitness Association has many other highly regarded industry spokespersons who focus on a wide variety of fitness topics, including group fitness exercise, personal training, senior fitness, 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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