



MEDIA ADVISORY

Inspire the World to Fitness™

IDEA Health & Fitness Association Battles Growing Childhood Obesity and Sedentary Lifestyle Problems By Inspiring Fitness Professionals to Focus More on Kids' Fitness Initiatives

Who:

IDEA Health & Fitness Association (www.ideafit.com), the world's leading membership organization of health and fitness professionals, is addressing the growing epidemic of overweight, sedentary and unhealthy children. The latest issue of *IDEA Fitness Journal* offers valuable insight into fighting these problems with new exercise programs, the latest research and nutritional guidelines for children. Armed with this knowledge, fitness professionals will be better positioned to help kids achieve a healthy adulthood.

What:

PlayStation®, Instant Messaging and other sedentary entertainment forms are the latest virus to strike youth across the globe. This “new age” lifestyle is leading to a rise in childhood obesity, type 2 diabetes and early symptoms of hypertension and cardiovascular disease. IDEA Health & Fitness Association is trying to reverse these troubling trends by raising awareness on how to motivate kids to adopt healthier lifestyles with tips on:

- How to get “mesmerized by the box” kids into a more active lifestyle;
- How parents can instill healthy eating habits in their children; and
- Creating favorable adaptations of training programs is essential for various stages of pubertal development to maximize fitness outcome and prevent injury;

Other Highlights:

IDEA's experts, committee members and spokespersons share practical guidelines and hands-on experience:

- Tips for working with schools to make fitness more fun, steps to starting a kids' fitness program as well as insight on leveraging grants and local funding to support new programs;
- Answers to the most frequently asked questions about kids' nutrition, teaching the importance of making nutritional food choices, and quick & healthy after-school snacks;
- New research on growth patterns and neural, muscular, skeletal and hormonal development as guides for tailoring kids' exercise programs.
- Studies that reveal early exposure to rigid training programs designed to develop the primary components of fitness don't necessarily lead to increased levels of performance later in life.

Inspire the World to Fitness:

- Learn how IDEA member, Scott Liebler, is helping low-income pre-schoolers across Colorado become more physically active with unique “Silly-cise” and “Adventurobics” programs.

Other Highlights and Fitness Facts:

- Daily exercise improves cognition and sleep in older adults;
- Obese women are more likely to lose brain tissue;
- Positive body image marketing can boost business for fitness professionals
- 2005 IDEA Fitness Fusion-Chicago preview

For more information on how obesity has changed fitness or other topics addressed by IDEA, please email Tabitha Bailey/HetzelMeade Communications at Tabitha@hetzelmeade.com or call 805.241.2532