



**Contact:**

Bernhard Schroeder  
IDEA Health & Fitness Association  
858.535.8979, ext.275  
[schroederb@ideafit.com](mailto:schroederb@ideafit.com)

Tabitha Bailey  
HetzelMeade Communications  
805.241.2532  
[tabitha@hetzelmeade.com](mailto:tabitha@hetzelmeade.com)

**IDEA Health & Fitness Association Bestows Sarah Reinertsen with Prestigious Inspiration Award for Her Accomplishments as a Competitive Athlete and Community Advocate**

*Athlete is World Record Holder, Paralympic Track Star, Endurance Runner, Marathoner, Triathlete, Broadcast Journalist and Challenged Athletes Advocate*

**San Diego – July 12, 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, presented Sarah Reinertsen with its prestigious 2005 IDEA Fitness Inspiration Award at the 23<sup>rd</sup> annual IDEA World Fitness Convention®, held July 5<sup>th</sup>-9<sup>th</sup> in Las Vegas. This influential award recognizes an individual who has overcome great physical adversity and has gone on to include fitness in his or her life while providing inspiration to others.

Reinertsen, a resident of Orange County, Calif., has been a competitive athlete for the past 17 years with a strong background in running, encompassing track, endurance, marathon, road racing, trail running and triathlon events. Born with a limb deficiency, Reinertsen chose to have her left leg amputated above the knee at the age of seven so she could better use prosthetic technology. She first broke the 100-meter world record for women above-the-knee amputees when she was 13 and still holds the 100m, 200m and 400m world records at the age of 29. As the youngest member of the U.S. Disabled Track Team, she competed in the 1992 Paralympic games in Barcelona.

While attending George Washington University, Reinertsen began training and running in longer-distance road races and marathons, successfully completing the New York City marathon in 1997. Since then, she has run five more marathons, including one in London to benefit the “Adopt-A-Minefield” charity, which helped raise funds to clear a minefield in Vietnam. In 2000, Reinertsen graduated from the University of Southern California with a degree in broadcast journalism. She covered the 2000 Paralympic Games in Sydney before becoming an on-camera reporter and producer for “U.S. Olympic Gold,” a nationally syndicated show. In 2003, she returned to California on behalf of the Challenged Athletes Foundation, a non-profit organization that provides opportunities and support to people with physical disabilities so they can pursue active lifestyles through physical fitness and competitive athletics.

According to Kathie Davis, co-founder and executive director of IDEA Health & Fitness Association, Reinertsen embodies the spirit of the annual inspiration award. “Sarah Reinertsen is a trail blazer who has opened doors for amputees and physically challenged athletes around the world with her dedication, perseverance and courage,” she said. “We are honored to bestow upon her our annual award that applauds individuals who have turned adversity into an opportunity to thrive and succeed.”

Most recently, Reinertsen was the first amputee to grace the cover of *Runner's World* magazine. Last year, she also became the first female with a prosthesis to compete at Ironman Kona. She currently is training for Ironman 2005.

“I have spent most of my life redefining expectations and setting forth an example of triumph for women and physically challenged athletes everywhere,” says Reinertsen. “To that end, I share my IDEA Fitness Inspiration Award with all the determined, committed athletes I work, train and compete with daily. We inspire each other to set our sights high while striving to help others achieve their physical and personal goals.”

This award along with three others recognizing outstanding fitness professionals, was presented at the annual IDEA World Fitness Convention on July 7<sup>th</sup>. The gathering united more than 5,000 professionals from around the globe. As the largest fitness training event in the world, this year’s conference offered more than 275 educational sessions—with an opportunity to earn up to 21 continuing education credits (CECs)—and an industry leading Fitness & Wellness Expo with more than 150 exhibitors showcasing the latest fitness products and services.

**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](http://www.ideafit.com).

# # #