



## MEDIA ADVISORY

Inspire the World to Fitness™

### **IDEA Health & Fitness Association Captures Mind-Body Momentum with Valuable Insight on New Concepts and Adaptations for Special Populations**

***Who:***

IDEA Health & Fitness Association ([www.ideafit.com](http://www.ideafit.com)), the world's leading membership organization of health and fitness professionals with nearly 20,000 members in more than 80 countries, conducts regular research, polling and industry surveys.

IDEA has been tracking the momentum in mind-body practices, including yoga, Pilates, tai chi, chi kung, Nia, Feldenkrais® and the Alexander Technique. Yin yang is flourishing for fitness professionals and their clients who choose to incorporate mind-body fitness programs into their daily lives. In the latest issue of *IDEA Fitness Journal*, the association provides valuable insight into the following mind-body trends and practices:

***What:***

- In IDEA's latest Programs & Equipment Survey, yoga and Pilates topped the list of the most popular mind-body practices to infuse fitness. This trend is poised to grow, according to 65 percent of the survey's respondents.
- Yoga for active seniors can alleviate symptoms of arthritis, hypertension and osteoporosis
- Top-ten health benefits of yoga that directly affects seniors
- Recommended guidelines for senior yoga practice, including a look at the risk factors and preferred movements for maximum benefit.
- Pilates can be modified for people with osteoporosis or at risk for fracture. IDEA offers insight into which Pilates moves should be tailored or avoided to prevent injury.
- Yoga may benefit children with attention-deficit/hyperactivity disorder (ADHD).
- Regular tai chi practice has multiple therapeutic benefits according to recent studies. (Scott Cole, creator of "Get Fit America for Kids," travels the country to spread the word on these many benefits while making headway in breaking the cycle of childhood obesity.)

***Inspire the World to Fitness:***

- Cindy Brooks, IDEA member and owner of Anatomy Academy in Boca Raton, Fla., teaches more than 90 people each week who are afflicted with Parkinson's disease. Participants in her class say they return to a level of function they thought they'd never see again.
- The 2005 IDEA World Fitness Convention® has increased the number of mind-body sessions for the upcoming 2005 IDEA World Fitness Convention, including doubling the number of Pilates sessions. For registration information on the conference (Las Vegas July 5-9), visit the company's website at [www.ideafit.com](http://www.ideafit.com) or call 800.999.4332 ext. 7.

***Other Highlights:***

- How to use power training to enhance or maintain functional abilities in aging adults
- The most effective ways to control exercise intensity

- Creative new fitness classes: “Flamenco Heat,” “Corepole™,” “Hip-Hop Yoga,” “Laughing Yoga,” “Spin & Barre” and “Fit Start” are among the latest innovative classes available
- How to make healthy meals at home for one.

# # #

For more information on these topics or others addressed by IDEA, please E-mail Tabitha Bailey/HetzelMeade Communications at [Tabitha@hetzelmeade.com](mailto:Tabitha@hetzelmeade.com) or call 805.241.2532