



## MEDIA ADVISORY

Inspire the World to Fitness®

### **IDEA Health & Fitness Association Celebrates National Nutrition Month With Tips and Suggestions for Feeding Both the Body and Mind**

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, is celebrating National Nutrition Month with information on how to eat healthy and maintain a wholesome food regime in the March 2006 issue of *IDEA Fitness Journal*.

As was proven again in the 2004 documentary "Super Size Me," we are what we eat. Luckily, in the fast food world in which we live, there also are a growing number of healthy alternatives that do not put people on the fast track to coronary artery disease or hypertension—but instead can have a positively profound outcome on their lives. IDEA provides useful insight on the latest trend in nutrition counseling that matches an individual's genotype to a personalized food plan for improved health and performance. IDEA also examines the role of Omega-3 and Omega-6 essential fatty acids in lowering incidents of heart attack, cardiac arrhythmias and high blood lipid counts.

Weight loss surgery is another hot topic these days, thus IDEA offers advice on what fitness professionals need to know when working with post-operative clients. This month's IFJ delivers other helpful tricks of the trade for helping fitness professionals motivate new clients who are having difficulty making healthy changes. Exercise can—and should be—about more than just crunches, squat thrusts and "doing the stairs." More and more fitness instructors are getting creative with innovative programs such as "Piloga," a fusion class that blends Pilates and yoga; "Conductorcise®," which combines an invigorating upper-body workout with basic conducting techniques; and "Dance Hoop Workout," which uses a weighted Hula-Hoop and combines rhythmic dance and yoga to boost the heart rate while increasing strength and flexibility.

#### ***Additional Issue Highlights:***

- Research on yoga shows encouraging evidence of its value as a treatment for obsessive compulsive disorder (OCD).
- More than 10.5 million people practiced Pilates in the United States in 2004, according to a study conducted by American Sports Data, Inc.
- A recent study in the *Annals of Internal Medicine* revealed that regular exercise reduces the risk of developing Alzheimer's and other forms of dementia by as much as 40 percent.
- According to a recent Gallup Poll, more than half of Americans fall into the "low" or "sedentary" exercise category. There is good news: 29 percent of respondents considered themselves in the "high" exercise category.

#### ***Inspire the World to Fitness®:***

- IDEA members Doug Sheppard and Judy Paris, who for years operated J & D Fitness on Long Island, N.Y., have revitalized their personal training business in the fastest growing city in the U.S.—Las Vegas. The husband-and-wife team organized a 5K run—with a twist. Prior to the race, participants do as many push-ups as they can in 30 seconds and receive a five-second deduction on their run time for each. While the first Pump N' 5K Run, in 2004, attracted 93 entries, the number tripled in 2005. The city sanctioned the event as part of the Las Vegas Centennial celebration and a fitness expo was added. The duo also raised money for the Candlelighters® Childhood Cancer Foundation, a charity that helps children and families in need.

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