



Inspire the World to Fitness®

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**IDEA Health & Fitness Association Celebrates Silver Anniversary
by Spotlighting 25 Milestones that have Shaped the Fitness Industry**

*For More than Two Decades, IDEA Has Been a Leading Force in the Fitness Industry
While Continuing to Support Advancements in Exercise, Equipment, Health and Wellness*

San Diego – May 16, 2007 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with more than 21,000 members in over 80 countries, spotlights 25 milestones that have had a profound impact on the fitness industry. These milestones and more will be shared during the association’s silver anniversary celebration, which takes place at the IDEA WORLD Fitness Convention from July 5th-9th in San Diego.

Founded in 1982 with 300 members initially, IDEA Health and Fitness Association has grown to include a diverse, global member base of individuals who remain on the cutting-edge of exercise, equipment, health and wellness. IDEA members have revolutionized special fitness programs for kids and seniors while also leading the way with groundbreaking body-mind-spirit wellness programs. According to Kathie Davis, co-founder and executive director of IDEA Health & Fitness Association, the pace of change and improvement in all aspects of the fitness world will continue to accelerate. “Looking back over the trends, accomplishments, breakthroughs and advancements in the fitness industry since IDEA was founded makes us realize how far we have come,” she says. “It is invigorating to look back at all that has gone on since 1982 because it serves as a source of energy to renew IDEA’s commitment to Inspire the World to Fitness®.”

Some of the noteworthy revelations and advancements in the world of fitness, listed chronologically, over the past quarter-century include:

1. Peter and Kathie Davis start IDEA and send the first *IDEALetter* to a membership of 300 (1982).
2. Reebok designs and mass-produces a shoe for high-impact aerobics (1982).
3. Jane Fonda releases her first workout video (1982).
4. According to a study published in *Medicine & Science in Sports & Exercise*, aerobics may be as beneficial as jogging (1983).
5. IDEA holds its first international convention in San Diego to a sold-out crowd (1984).
6. The fitness industry's first awards are presented at the IDEA International Convention (1985).

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7. Johnny G creates Spinning®, laying the groundwork for the explosion of indoor cycling in the 1990s. (1987)
8. IDEA introduces the industry's first Code of Ethics (1988).
9. Judi Sheppard Missett's Jazzercise® celebrates its 20th anniversary (1989).
10. Step/bench pioneers Gin Miller and Connie Williams introduce this new training concept at IDEA's International Convention (1989).
11. American Sports Data Inc. declares exercising on stair-climbing machines is the fastest-growing fitness activity (1990).
12. A study by Rippe & Stricker finds that a mind-body component can add significant psychological benefits to the exercise experience (1992).
13. IDEA researches and publishes the first study on compensation for fitness instructors and program directors (1993).
14. Peter and Kathie Davis, co-founders of IDEA, are appointed special advisors to the California Governor's Council on Physical Fitness and Sports (1993).
15. Exercising with free weights becomes the most popular fitness activity in America, according to American Sports Data (1995).
16. The first comprehensive Fitness Programs Survey is conducted and published by IDEA (1996).
17. IDEA presents its first Personal Trainer of the Year award (1998).
18. The Yoga Alliance establishes voluntary standards and a national registry for U.S. yoga teachers to help consumers and fitness professionals determine qualified yoga instructors (1999).
19. More than 5.2 million Americans pay for the services of a personal trainer (2002).
20. According to the CDC, more than 50 percent of the U.S. population is overweight and more than one-fourth is clinically obese (2002).
21. IDEA begins its Inspire the World to Fitness® initiative by working with its members, other fitness organizations, government agencies and the media to address the worldwide problem of sedentary living and rising obesity rates (2003).
22. Researchers predict the rapid rise in obesity among children and teenagers in the past 30 years will be serious enough to offset any improvements in longevity from advances in biomedical technology (2005).
23. The inaugural Inner IDEA Conference® takes place, representing facets of mind-body practice from the realms of yoga, Pilates, wellness coaching, personal training, group exercise, tai chi and the allied health professions (2006).

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24. IDEA's Programs & Equipment Survey reports one-to-one personal training remains the most frequently offered program, with 84 percent of respondents offering it (2006).
25. IDEA celebrates 25 years of fitness industry leadership (2007).

"IDEA has been at the forefront of all the trends and changes occurring in the entire fitness community," says Peter Davis, co-founder and CEO of IDEA Health & Fitness Association. "From our humble origins in 1982 to today, we have been privileged to work hand-in-hand with fitness visionaries who have transformed our industry while helping millions of people embrace fitness as part of their daily lives. IDEA is proud of its role in this ever-evolving industry and we are excited about the prospects for the next 25 years."

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading membership organization of fitness and wellness professionals with more than 21,000 members in over 80 countries. Since 1982, IDEA has provided personal trainers, group exercise instructors, fitness program directors, mind-body teachers, health club owners and fitness center managers with pertinent information, health and fitness educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective lifestyle and fitness programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA fitness and wellness conferences, publications, professional fitness education and products, member services and other activities, visit [IDEA Health & Fitness Association](http://www.ideafit.com).