



FOR IMMEDIATE RELEASE
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**IDEA CO-FOUNDERS RECEIVE
LIFETIME ACHIEVEMENT AWARD FROM ECA WORLD FITNESS**

New York – *ECA World Fitness* has presented its Lifetime Achievement Award to Peter and Kathie Davis, the co-founders of *IDEA Health & Fitness Association*, for their ground-breaking efforts in uniting the industry over the past 20 years as well as for their current mission to *Inspire the World to Fitness™*.

"Kathie and Peter Davis's commitment and contributions to the fitness industry has been remarkable and for two decades they have led the way by offering outstanding educational conferences and excellent fitness journals," says Carol Scott, president and founder of *ECA World Fitness Alliance*.

This award was presented at the *ECA World Fitness* conference in New York City on March 12, 2004. A committee of industry peers selected the nominees for this award and then ballots were sent to all *ECA* members and convention attendees from the past two years. The ballots were returned to *ECA*, the votes were then tallied and the award recipient was selected.

"It is always a thrill to be recognized by your industry peers but we really need to share this award with the *IDEA* members who are doing so much to *Inspire the World to Fitness™*. They are the people who are positively impacting people's lives on a daily basis," said *IDEA's* executive director, Kathie Davis.

ECA World Fitness is an international fitness organization dedicated to providing a forum for new ideas, trends, and programs in fitness and health while also providing an avenue to include spiritual and emotional growth as well as cutting edge topics that push the boundaries of education and thought. For more information on *ECA World Fitness*, visit their Web site at www.ecaworldfitness.com.

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with more than 19,000 members in more than 80 countries. Since 1982, *IDEA* has provided health and fitness professionals 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. For more information on *IDEA* events, publications, educational products, member services or other activities, visit the *IDEA* Web site at www.IDEAfit.com.

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