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Inspire the World to Fitness™

Contact:

Bernie Schroeder
IDEA Health & Fitness Association
858.535.8979, ext.275
schroederb@ideafit.com

Tabitha Bailey
HetzelMeade Communications
805.241.2532
tabitha@hetzelmeade.com

IDEA Health & Fitness Association Combats Obesity, Addresses Special Populations and Offers World-Class Training at IDEA Fitness Fusion – Chicago

Midwest Event Provides Cutting-Edge Education on Different Equipment, Innovative Exercises and Behavioral Strategies for Improving Fitness at All Ages and Levels

San Diego – March 15, 2004 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with nearly 20,000 members in more than 80 countries, announces IDEA Fitness Fusion® - Chicago. This annual conference for group fitness instructors and personal trainers blends the latest trends in equipment, exercise programs and mind-body strategies. Designed exclusively for fitness professionals, the event will take place on April 28th - May 1st at the Donald E. Stephens Convention Center in Rosemont, Ill. and the Sofitel Chicago O’Hare Hotel.

This year’s conference features 106 sessions led by 35 world-class presenters, as well as the opportunity to earn up to 17 continuing education credits (CECs). Multiple classes will be held on group exercise, training techniques, water fitness, mind-body, indoor cycling, nutrition, program design as well as career management. Other highlights of the four-day event include:

- “Club without Walls,” a series of walking and running workshops;
- “Recovercises,” theories and practical steps to breast cancer recovery;
- Strength training for older adults;
- Osteoporosis and exercise;
- Women, weights and weight control;
- Aquatic exercise for healthy aging;
- Childhood obesity and the strength training connection; and
- Yoga for active seniors

According to Kathie Davis, executive director and co-founder of IDEA Health & Fitness Association, this event reinforces an ongoing goal to help fitness professionals engage more people in regular exercise. “Fitness professionals are critical catalysts for changing the rise of obesity and sedentary living in our country,” says Davis. “Through our annual events, publications and industry leadership, IDEA can play an active part in reaching out and inspiring people to make exercise an important part of their daily lives. IDEA Fitness Fusion – Chicago combines the best in fitness with new skills and proven strategies for keeping fitness professionals and their clients motivated, regardless of age or special needs.”

IDEA Fitness Fusion - Chicago kicks off its event with a stimulating address by Jay Blahnik, IDEA's group exercise spokesperson and former IDEA fitness instructor of the year. As a best-selling author, producer of more than 25 award-winning videos, senior education consultant for Nautilus and contract athlete for Nike, Blahnik provides time-tested and field-proven techniques for energizing clients while offering fitness professionals valuable insight into making regular fitness regimes less intimidating and easier for people of all shapes, sizes and fitness levels.

Other well-known presenters will lead sessions and workshops throughout the conference, including:

- Shirley Archer, author of *Pilates Fusion* and the *Pilates Deck* as well as chair of IDEA's water fitness committee;
- Sherry Catlin, president and director of program development for Body Bar Systems and IDEA's 2004 program director of the year;
- Mark Fenton, author, researcher and host of "America Walking" on PBS;
- Susan Kundrat, owner of Nutrition on the Move, a nutrition and wellness center in Urbana, Ill., and IDEA's nutritional spokesperson;
- Nicki Anderson, author of *Reality Fitness: Inspiration for Your Health & Well-Being* as well as the health & fitness columnist for the Daily Herald Newspaper in Chicago;
- Sherry McMillan, co-owner of Northwest Personal Training, IDEA 1998 personal trainer of the year; and
- Katalin Rodriguez-Zamir, owner of POW! Fitness, the largest mixed martial arts center in Illinois.

In addition, this year's conference features an expanded expo hall in the Donald E. Stephens Convention Center for showcasing the latest fitness equipment, programs, products and services. Both Nautilus® and STOTT PILATES® are event partners for IDEA Fitness Fusion - Chicago as well as IDEA's World Fitness Convention®, which will be held in Las Vegas, July 5th - 9th.

To register or receive an event brochure, visit the event section on the company's website at www.ideafit.com/fusion or by calling 1.800.999.4332, ext. 7.

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. For more information on IDEA events, publications, educational products, member services or other activities, visit www.ideafit.com.

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