



**FOR IMMEDIATE RELEASE:
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**IDEA TO DEBUT TWO NEW MEMBERSHIP PUBLICATIONS,
WEBSITE REDESIGNED TO BETTER SERVE THE NEEDS OF FITNESS PROFESSIONALS**

San Diego – Continuing its history of excellence in producing credible and informative fitness industry publications, *IDEA Health & Fitness Association* will introduce two new publications beginning in June 2004. *IDEA Fitness Journal* will become *IDEA's* flagship publication and *IDEA Trainer Success* will focus on personal training business and career development issues. In addition, *IDEA's* award winning website – www.ideafit.com – has been redesigned to incorporate the look and energy of *IDEA's* new corporate logo and it will also include new features as well as the comprehensive information that has always been available.

“When we founded *IDEA* in 1982, our goal was to create a network of members who shared ideas and improved their knowledge and the publications are the primary way we have achieved that goal. Through the years the magazines and newsletters have changed with the times and the introduction of *IDEA Fitness Journal* and *IDEA Trainer Success* are the latest steps in that evolution,” says *IDEA* executive director, Kathie Davis.

IDEA Fitness Journal will incorporate *IDEA Health & Fitness Source*, *IDEA Personal Trainer* and *IDEA Fitness Edge* into one single publication. There will be a special section devoted exclusively to personal training, another for group fitness and an expanded, new section on nutrition and healthy eating. *IDEA Fitness Journal* will also keep *IDEA* members up-to-date about the convergences among fitness professionals and philosophies; provide both focused specialty material and general health and fitness information; and, unite fitness professionals in their shared objective to *Inspire the World to Fitness™*.

IDEA Fitness Journal will appear ten times per year and it will go to all *IDEA* members. *IDEA Trainer Success* will be published five times per year and it will be sent to *IDEA* personal trainer, business and program director members. *IDEA* publications are an exclusive benefit for members of *IDEA Health & Fitness Association*.

IDEAfit.com contains the Personal Fitness Trainer (PFT) Locator, a searchable database of the thousands of qualified and experienced personal trainers who participate in the *IDEA PFT Recognition System*. It also allows for online registration at *IDEA's* educational events and for the purchase of *IDEA's* extensive line of educational products. A members-only section offers *IDEA* members substantial discounts on event registrations and educational products as well as other services and features.

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals with more than 19,000 members in over 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 healthy lifestyle programs. For more information on *IDEA* events, publications, educational products, member services or other activities, visit the *IDEA* website at: www.ideafit.com.

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