

MEDIA ADVISORY

IDEA Health & Fitness Association Dives into Sports Conditioning By Helping Fitness Professionals Tackle the Tasks for Maximum Results

IDEA Health & Fitness Association (<http://www.ideafit.com>), the world's leading membership organization of health and fitness professionals with more than 23,000 members in over 80 countries, dives into different levels and kinds of sports conditioning in the latest issue of *IDEA Fitness Journal*.

Working with older-adult athletes can be a rewarding and eye-opening experience. As it has been well established that negative lifestyle behaviors—such as smoking, poor diet and sedentary living—contribute significantly to loss of physical function by the ages 60 to 70, masters athletes are great models for successful, optimal aging. Yet despite their robustness and accomplishment, the aging process creates serious considerations that must be taken into consideration with any physical training routine.

The jumping, hopping and bounding movements of Plyometric exercise have been hailed as one of the most efficient ways to train athletes. Defined as “exercises that enable a muscle to reach maximum strength in as short a time as possible” (Chu, 1996), Plyometrics may sound simple—it involves repeated, rapid, eccentric and concentric movements—but in reality, the practice requires research before leaping into such a program.

The latest edition of *IDEA Fitness Journal* also includes the results of its 2008 [IDEA Personal Training Programs & Equipment Survey](#). The results from this year's revamped survey offer greater insight into the respondents' personal training and business practices while delving into personal training trends, new instructional formats and business best practices for both individual personal trainers and trainer-entrepreneurs.

Additional Issue Highlights:

- The President's Council on Physical Fitness and Sport has unveiled a fitness challenge for adults, similar to the one for grade school kids. Check out www.adultfitnessstest.org for details.
- More and more soldiers are seeking mind-body training to protect their mental, emotional and physical well-being as they prepare for combat and when they return home.
- Beware of the dreaded “freshman 15”: a survey of nearly 20,000 students at 33 U.S. schools showed a mere 6.9 percent reported eating five or more servings of fruit and vegetables on most days while only 44 percent engaged in 30 minutes of moderate or 20 minutes of vigorous exercise at least three days a week.
- According to a recent study in the Netherlands, cardiovascular exercise may offer people over 55 a boost in brainpower.
- Practicing yoga with a partner can help students develop trust, strength and compassion.
- Relaxation training helps relieve hot flashes in women undergoing treatment for breast cancer, according to a study in *Journal of Pain and Symptom Management* (April 2008; 35 [4], 397-405).

Inspire the World to Fitness®

Mark Kozlowski, and his British-Columbia based company Life Consultants, have found a way to put fun and humor into teaching life-saving skills. Now celebrating his 20th year of making a difference in the lives of fitness pros through his teaching, Kozlowski combines levity, role playing and a realistic hands-on approach specifically designed for combating exercise-related emergencies. What's Kozlowski's secret to success? “The fun training helps make retention under the severe emotional and psychological stress imposed by an emergency situation easier to handle,” he says.

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