

Inspire the World to Fitness®

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## IDEA Fitness Journal Collects its Fifth-Consecutive "Maggie" Award

San Diego – May 18, 2009 – IDEA Health & Fitness Association, the leading membership organization of health, wellness and fitness professionals worldwide with more than 23,000 members in over 80 countries, is pleased to announce that its editorial team has garnered yet another Western Publications Association "Maggie" Award to add to its growing collection. This is the fifth-straight year that an IDEA publication has captured honors in the WPA magazine awards competition.

This year, *IDEA Fitness Journal*, the industry's leading <u>fitness magazine</u>, took top honors in the Best Health & Fitness/Trade magazine category. This is the second time IDEA editors have been recognized in this top category by their magazine industry publishing peers for this prestigious award, also known as the "Oscar" of the periodicals publishing world.

"We are extremely proud of the IDEA editorial team," said Kathie Davis, executive director of IDEA. 
"Their commitment to producing the industry's most high-quality and educational print fitness magazines has been recognized with yet another prestigious award. The fact that their professional magazine industry peers have recognized them as best in class among many others vying for this magazine award is a testament to the gold standard quality they deliver. Their expertise in packaging practical fitness articles for fitness professionals around the world on the most relevant health and fitness topics has helped IDEA stay at the forefront of this industry."

Past Maggie Awards for IDEA include the following:

2005: Best Health, Fitness Beauty & Fashion/Trade Publication

2006: Best How-To Article/Trade ("Shaping a Healthier Future for America's Children")

2007: Best Health & Fitness/Trade Publication

2008: Best Web E-Newsletter/Trade & Consumer, Inner IDEA Body-Mind-Spirit Review



Photo caption: IDEA's Award-Winning Editors: (from left) associate editor Ryan Halvorson; managing editor Kate Watson; editor in chief Sandy Todd Webster; production editor Margie Rogers; and senior editor Joy Keller.

## **About IDEA Health & Fitness Association**

IDEA Health & Fitness Association is the world's leading membership organization of fitness and wellness professionals with more than 23,000 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.