



MEDIA ADVISORY

IDEA Health & Fitness Launches New Content on Website for Career Development

Who:

IDEA Health & Fitness Association (www.ideafit.com), the world's leading membership organization of health and fitness professionals with nearly 20,000 members in more than 80 countries, conducts regular research, polling and industry surveys.

What:

The prevalence of obesity in the U.S. almost doubled, from 12% to 23% since 1990, according to "America's Health: State Health Rankings" report. It's clear that America needs fitness professionals. Now more than ever, these professionals are in high demand and play a pivotal role in helping design effective exercise programs while providing expert guidance on healthy lifestyles and combating obesity. As a result, more universities are offering degrees in exercise science and kinesiology.

Overall employment of recreation and fitness workers is expected to grow faster than the average (employment is projected to increase more than 36%) for all occupations through 2012, according to the "U.S. Department of Labor: Bureau of Labor Statistics." IDEA is responding to this upward trend in the industry for qualified and educated fitness professionals, by offering unique career development content on its website. This new section provides hard-to-find information and useful insight for students as well as anyone contemplating a career change into the fitness industry.

Valuable information resources and expert advice will be available in the following areas:

- Information for University Students
- How to Make a Career Change Into Health and Fitness
- Listing of jobs and classifieds

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.

Highlights:

- Students will find information on universities offering studies in health and fitness, career options, certification and related articles and links
- Find out how industry professionals made a career change into this industry
- Look through IDEA's job listings to find the right opportunity

For more information on the latest career development tools from IDEA, please e-mail Tabitha Bailey/HetzelMeade Communications at tabitha@hetzelmeade.com or call 805.241.2532