



Inspire the World to Fitness®

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IDEA Health & Fitness Association Introduces New Video Exercise Library

This Collection of 238 Video Exercises Demonstrated by Top Fitness Educators is Just a Click Away

San Diego – March 23, 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, recently rolled out its newest member benefit: the [Video Exercise Library](#). This collection of 238 [online fitness videos](#) links IDEA members and site visitors to the latest progressions and regressions for many strength, flexibility, core, balance, and speed, agility and quickness exercises.

Fast Facts

- Each fitness exercise video averages about 1 minute and plays directly from the website: <http://www.ideafit.com/exercise-library>.
- Two of the fitness industry's prominent personal training educators--Keli Roberts and Anthony Carey, MA--work with exercisers on screen to demonstrate and explain nuances for all types of exercises.
- Whether you're a workout aficionado or fitness professional, this tool will put some real juice into your creative muscle and freshen up even the stalest workout. Each of the 238 fitness videos is progressed and regressed to deliver an array of options for users to experiment with.
- Filter your search by keyword--or by body region, body part, specific muscle, type of fitness equipment or type of exercise.
- Learn proper use for a wide array of popular training equipment
- This series is the first building block in what IDEA envisions will be a rich audiovisual resource that we will continue building upon each year.

“We are very excited about this foray into multi-media on our website and are proud to now count video among our many content offerings,” said Kathie Davis, executive director of IDEA. “To provide end users with a resource like this at their fingertips can help with exercise compliance, safety, motivation and creativity. We plan to keep adding volumes to the Video Exercise Library to answer the education needs for pros who work with all special populations.”

The videos are part of IDEA's overall content offerings, which include more than [5,000 health and fitness articles](#) collected and catalogued from its award-winning publications. IDEA invites all health-and-fitness-minded individuals to use both the [Online Article Library](#) and the [Video Exercise Library](#) today!

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](#).