



Inspire the World to Fitness®

**Contact:**

Kelly Nakai  
IDEA Health & Fitness Association  
858.535.8979, ext. 212  
[knakai@ideafit.com](mailto:knakai@ideafit.com)

Tabitha Bailey  
HetzelMeade Communications  
805.241.2532  
[tabitha@hetzelmeade.com](mailto:tabitha@hetzelmeade.com)

**IDEA Launches Innovative Pilates Publication**

IDEA Pilates Today *aims to unite the Pilates community with timely, thought-provoking content.*

**San Diego – April 22, 2010** – 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, announces the debut of its latest digital niche publication, [\*IDEA Pilates Today\*](#). IDEA’s award-winning editorial team launches this exciting new e-newsletter on April 22. The premier issue can be viewed by anyone at <http://www.ideafit.com/idea-pilates-today/2010/april>; all subsequent issues will be accessible only to current IDEA members.

“We are excited to launch this e-newsletter specifically for the Pilates community. As in other industries, Pilates has many different interest groups and factions. It is our quest to help grow Pilates and create a vehicle that will unite all parties,” said Kathie Davis, executive director for IDEA.

*IDEA Pilates Today* is produced and written from an unbiased viewpoint and serves as a platform for professional discussion from multiple viewpoints. IDEA gathered 11 respected advisors from throughout the Pilates world to help guide the format with their unique perspectives in a quest for diverse and balanced reporting.

[\*IDEA Pilates Today\*](#) will deliver highly relevant content to readers 5 times per year. Here’s an overview of what you can expect in this ground-breaking e-newsletter:

- \* articles that help professionals design programs for special populations;
- \* advice on Pilates studio-specific business matters;
- \* help with Pilates equipment maintenance and programming ideas;
- \* information on teaching skills and advanced cuing techniques;
- \* interviews with Pilates experts from all lineages and backgrounds;
- \* intriguing case studies from the field; and
- \* timely industry news that will keep professionals’ expertise current.

“Pilates is not a new topic to IDEA’s publications. The association has been reporting on Pilates and providing education through our conferences for more than a decade,” Davis says. “Pilates consistently ranks high in IDEA’s Fitness Programs & Equipment Trends Reports, and we thought it was time for it to have a voice of its own. We are thrilled to have a role in uniting the Pilates industry with a truly objective publication for Pilates professionals.”

If you would like to receive [\*IDEA Pilates Today\*](#), please call IDEA Member Services to find out how to subscribe: (800) 999-4332, ext. 7.

### **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](#).