



Inspire the World to Fitness®

MEDIA ADVISORY

November 28, 2007

IDEA Health & Fitness Association Offers 10 Ways to Stay Fit in the New Year

[IDEA Health & Fitness Association \(www.ideafit.com\)](http://www.ideafit.com), the world's leading membership organization of health, wellness and fitness professionals with more than 21,000 members in over 80 countries, offers health-conscious individuals of all ages ways in which they can stay fit in the New Year.

There's no better time than when contemplating New Year's resolutions to put living a healthy lifestyle on the top of the list. With the holidays ahead and 2008 on the horizon, now's the time to consider a few new healthy choices for your everyday routine. Here are some suggestions:

Gain an understanding and appreciation for the health benefits of physical activity and exercise: It's a fact: people of all ages can improve the quality of their lives and reduce the risks of developing such common afflictions as coronary heart disease, hypertension, some cancers and type 2 diabetes by participating in moderate physical activity and exercise.

Make use of the most effective fitness equipment: Stability balls and resistance tubing or bands top the list as the most frequently used types of exercise gear, according to IDEA members. While balance exercise equipment, such as BOSU Balance Trainers, disks, wobble boards and balance boards already are popular, expect even more people to favor them in coming years.

Try the most popular fitness programs: There must be a reason why Pilates and yoga maintain their popularity in an industry where new types of exercise programs seem to pop up every week. Find out what a lot of people already know by trying one of these offerings.

Personal training and small group training: According to 2007's IDEA Fitness Programs & Equipment Survey, adult one-on-one personal training continues to be the most popular training format provided by fitness professionals. If this seems too overwhelming, try group training sessions, shared by two or more adults. Not having to sweat alone—as well as the added exercises you can do with a partner—is making this type of fitness workout more popular than ever.

Get outside—and get moving: Since 2004, IDEA has found that exercising outside the walls of a gym or health club has risen from 26 percent to 60 percent. Whether you're on a Stairmaster or trying to master the stairs from the beach isn't important; getting your heart pumping and feeling fit is the end game.

Gain strength: There's an important evolution going on in fitness today. New importance is being placed on simplicity for gaining strength. Using smaller fitness equipment and participating in outdoor activities such as "boot camps" proves gains can be made without large, heavy exercise equipment or expensive fitness center memberships. This philosophy even holds true for older adults as loss of power is the neuromuscular factor that shows the greatest decline with aging.

Mix "apples" and "oranges": Some unlikely couples are making the scene in the fitness world. An increasing number of personal trainers and health clubs are offering fitness programs that mix such unlikely pairs as Pilates and BOSU Balance trainers, yoga and ballet as well as Pilates and tango.

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Get a life (style coach): According to the IDEA Fitness Programs & Equipment Survey, the number of people using a mentor to improve all aspects of their lives will increase greatly in years to come.

Inspire the World to Fitness®: Make a positive example of yourself. By doing so, the “bigger picture” —the factors that lead to childhood obesity and adult sedentary lifestyles— can be reduced in size along with your waistline.

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