



Inspire the World to Fitness®

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IDEA Health & Fitness Association Offers Most Comprehensive, Diverse and Advanced Education Sessions Led by World-Class Presenters at IDEA World Fitness Convention 2008

The World's Largest Fitness Conference, to be held July 8-12 in Las Vegas, Offers Fitness and Wellness Professionals Vital Insight into the Latest Exercise Programs, Classes, Research, Equipment and Information

San Diego – May 19, 2008 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with more than 23,000 members in over 80 countries, will showcase 267 ways to inspire the world to fitness during this year's annual IDEA World Fitness Convention®. Included among those sessions are 129 premier classes and workshops that showcase the latest programs for personal trainers, group fitness instructors, mind-body instructors, fitness program directors and club owners, equipment, ideas and trends. The annual convention will be held July 8th-12th at the Las Vegas Convention Center in Las Vegas. STOTT PILATES® is the event sponsor and will be holding a media event entitled Prenatal Pilates on the Reformer during this year's conference featuring co-founders Moira and Lindsay G. Merrithew. Watch an exciting demo of a workout that will help women stay strong and energized during their pregnancy

Best-selling author and motivational speaker John Gray, PhD., whose book *Men are from Mars, Women are from Venus* has sold more than 30 million copies in more than 40 languages, will deliver the keynote address during the opening ceremonies for the four-day event, which is expected to gather more than 5,000 fitness professionals from 60 countries. Gray's keynote, entitled "Finding Health and Harmony: Making the Connection for your Clients," will explore the connection between stress, nutrition and relationships. He also will examine the roles that diet, exercise, stress management and brain chemistry play in overall health and happiness.

According to Kathie Davis, executive director of IDEA Health & Fitness Association, the 2008 World Fitness Convention brings together 126 presenters who represent the truly international flavor of the fitness and wellness community. "There's no better place than the annual IDEA World Fitness Convention to see how a spark of inspiration can ignite a groundswell of enthusiasm for unique ideas and innovative practices that can change lives around the world, with attendees coming from over 60 countries, we are truly inspiring the world to fitness" she says.

The following sessions represent novel and trend-setting fitness and wellness programs making their debut at this year's convention or coming back by popular demand:

- "Zumba® Gold"—Josie Gardiner and Joy Prouty use the traditional Zumba international and Latin dance rhythms in a program specifically designed for active older adults.
- "Fitness Anywhere™: TRX® Suspension Training for Function"—Fraser Quelch leads an interactive session on the power, strength, balance and mobility benefits of a full-body TRX strength-training program.
- "Cycle Karaoke Party"—Buddy Machua returns with the breakout hit of the 2007 convention, which combines favorite songs from the past and present with indoor cycling for a lively competition ending with someone being crowned Cycle Karaoke Champion of 2008.
- "BOSU® Ballast™ Ball Core Challenge"—Keli Roberts uses the new stability ball training techniques on the BOSU Ballast Ball to add fresh and effective elements to abdominal and back training.

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- “Athletic Conditioning on the V2 Max Plus™ Reformer” —Master instructor trainer John Garey leads an experience with the virtually endless programming options the V2 Max Plus™ Reformer has to offer with this high-caliber workout.
- “Core Up”—Christy Taylor will explain how to keep your entire core (from shoulders to hips) strong and vibrant. Included is a review of the musculature of the core and upper-body while misconceptions and training techniques are reviewed.
- “Hip Hop Hit List”—Juliane Arney demonstrates teaching techniques and professional tips to kick-start hip-hop classes.
- “Alignment, Adjustments and Anatomy”—Diane Ambrosini and Kathy Lee Kappmeier explain how hands-on adjustments, coupled with creative verbal cues, provide an effective means of enhancing alignment, comfort and safety during yoga practice.
- “Yoga for Runners”—Simon Hodgkinson explains a range of yoga postures that specifically target areas of discomfort for runners. Gaining release improves running technique and performance.
- “Drums Alive: Step and Drum”—Carrie Ekins combines the pulsating rhythms of the drums with the powerful movements from step and dance aerobics to provide a unique, high-energy exercise experience.
- “Creating Sport Conditioning Circuits”—Peter Twist throws away recycled boot camp moves and replaces them with a real sport conditioning circuit based on exercises, techniques and tools used and tested by thousands of professional athletes.

This year’s convention also offers extensive mind-body training, including:

- Yoga; GYROTONIC® and GYROKINESIS® exercise; NIA®; meditation; relaxation and a broad range of Pilates and core-training programs, such as “Stretch Fusion: ROM and Core Training.”

A variety of new companies will be exhibiting at this year’s Fitness and Wellness Expo Hall on July 8 – 11, in the Las Vegas Convention Center, Hall 1 to showcase the latest products and services, including Beamfit™, Body Scan, Kranking™, K-SWISS, Power Plate®, Power Music®’s Click Mix and Under Armour. Go to www.ideafit.com/world to register for a free expo hall pass.

For more information and registration details on IDEA World Fitness Convention, visit the event section on the company’s website at www.ideafit.com/world or call 1.800.999.4332, 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 will have over 44 million opportunities to influence consumer buying power. 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](http://www.ideafit.com).