



## MEDIA ADVISORY

Inspire the World to Fitness®

### **IDEA Health & Fitness Association Offers Motivational Tips and Useful Advice for Exercising Both the Mind and Body**

IDEA Health & Fitness Association ([www.ideafit.com](http://www.ideafit.com)), the world's leading membership organization of health and fitness professionals with nearly 20,000 members in more than 80 countries, focuses on how exercisers can keep their New Year's momentum going forward in the February 2006 issue of *IDEA Fitness Journal*.

The good news is there are plenty of proven and innovative ways to keep exercisers on the path to good health and fitness righteousness. While the second and third months of any exercise program can be marked with some rough patches, IDEA's focus on how to Inspire the World to Fitness® provides a series of valuable ideas, including concentrating on the part of everyone's body that always needs the most conditioning—the mind. A recent fitness survey reveals insights into what motivates people to exercise and what keeps them coming back. Key elements include how to get people to motivate themselves, the role enjoyment plays (or doesn't play) and the impact of personal focus.

IDEA also addresses the best ways to get kids excited about exercise. Youngsters present their own unique challenges when it comes to getting and staying fit, so a specialized tact is best to sustain motivation and gain adherence. Heard of “nutrigenomics”? How about “phytochemicals” or “bioavailability”? These are just three words making nutrition headlines today. Learn about them—and others—from the latest food and nutrition research. Also in this issue is the latest about yoga, an increasingly popular exercise choice because it's easier on the joints than many other options. A strong foundation in yoga also can help exercisers avoid pain. Find out about emerging variations—including “fitness yoga,” “hot yoga,” “power yoga” and “fusion yoga”—all of which are gaining favor with a variety of exercisers.

#### ***Additional Issue Highlights:***

- “Psyching up,” using mental strategies such as imagery and positive self-talk, has proven to deliver superior results among experienced weightlifters, according to a recent study.
- “Armchair Pilates,” incorporating the time-proven Pilates principles but in a new format targeted for people who need extra precautions to avoid joint strain, is gaining popularity.
- Insight into the latest types of energy healing—noninvasive complementary treatments that include therapeutic touch, Reiki and qigong—are now being offered in more than 50 hospitals and clinics throughout the U.S.
- A new study from Finland reveals that young men with job stress showed signs of early heart disease, underscoring the significance of the mind-body connection.
- Correcting common diet myths—from banning all fat and carbohydrates to night eating and weight gain. With all the nutrition misinformation flooding the airwaves, it's tricky to know what's true and what's false. Still, for optimal health, aim to get 50 percent to 60 percent of your total calories from carbohydrates

#### ***Inspire the World to Fitness®:***

- IDEA member Omar Burgos helps low-income Colombians break away from exercise limitations by creating an innovative three-tiered system for teaching multiple exercise levels at Compensar, a non-profit in Bogotá that provides recreation, sports, health care and other services to mainly low-income residents.

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