

MEDIA ADVISORY

Inspire the World to Fitness®

IDEA Health & Fitness Association's Personal Trainer®-NYC 2005 Showcases Comprehensive Training and Research-Based Tools at Annual Event

Serious training for serious trainers to take place on October 6-9, 2005 at the Hilton New York in Manhattan

Who:

IDEA Health & Fitness Association (www.ideafit.com), the world's leading membership organization of health and fitness professionals with nearly 20,000 members in more than 80 countries, provides health and fitness professionals with pertinent information, educational opportunities, career development programs and industry leadership while helping them enhance the quality of life through safe, effective fitness and lifestyle programs.

What:

IDEA Personal Trainer®—NYC 2005 is an annual educational conference designed to provide personal trainers with in-depth training and continuing education on a wide range of fitness and career subjects. This year's event features advanced education, accelerated training and the latest information on hot topics such as obesity, steroids as well as heat and exercise. Event sponsors include The Nautilus InstituteTM and STOTT PILATESTM.

When and Where:

October 6-9, 2005. Hilton New York; New York City

Kevnote:

John Alston, a motivational speaker, author of *Stuff Happens (And Then You Fix It)* and founder of the American Institute for Stress Management, will share strategies for developing new attitudes and directing the human spirit in achieving the best. This inspirational presenter, who has appeared on *The Oprah Winfrey Show* and PBS, will provide practical and highly entertaining advice for navigating changes and challenges with common sense and practical communications skills.

Event Highlights:

- Completely new sessions from world-class presenters, Flexibility & Fitness: A Research Review, Exercise and the Heat: What You Need to Know, Bootcamp for Personal Trainers, plus many more
- IDEA InTensive Sessions: four hours of in-depth training culminating in a certificate of completion on topics, including osteoporosis, core training, post-rehabilitation and balance and fall prevention
- IDEA Accelerator pre- and post-conference sessions with premier presentations by the Nautilus InstituteTM, STOTT PILATESTM and BOSU®
- Club without Walls: unique training including ChiRunning, training in sand, rock climbing and yoga off the gym floor and into a new way of thinking about fitness
- Insight into the hottest trends in programming and equipment, including the hand-held weighted ball, kettlebell and OmniBallTM
- Over 40 exhibitors will feature the latest fitness products at the IDEA Fitness Expo

continued

For More Information and Registration Details:

- Online registration at www.ideafit.com/ptrainer; special savings for IDEA members
- Call 800.999.4332, ext. 7; outside the U.S. and Canada, dial 858.535.8979, ext. 7

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For more information on the IDEA Personal Trainer—NYC 2005 or other fitness topics addressed by IDEA, please email Tabitha Bailey at Tabitha@hetzelmeade.com or call 805.241.2532