



## MEDIA ADVISORY Inspire the World to Fitness™

### **IDEA Health & Fitness Association Presents Omar Burgos with Patty Howard-Jones International Scholarship for Significant Community Involvement and Innovative Fitness Programming**

***Who:***

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, awarded Omar Burgos of Bogotá Colombia with the Patty Howard-Jones International Scholarship in recognition of his tireless dedication to making regular exercise programs more accessible to low-income residents and special populations with varying levels of fitness skills.

Burgos, a group fitness instructor with 20 years of experience, has spent 13 years working with a not-for-profit organization that provides a variety of recreation, health and fitness-related services to low-income residents as part of a Colombian workers' compensation fund. In this role, he has introduced regular exercise to individuals who don't have the economic means to join a private gym while keeping intermediate and advanced exercisers motivated and engaged in regular fitness regimes. To that end, Burgos created a three-tier personalized training methodology that is ideal for serving groups with different fitness levels while enabling each group to achieve a target aerobic range without overexertion. The program has received academic validation and industry recognition from fitness professionals, health care providers and educators.

To acknowledge his contribution to the Colombian community and encourage Burgos to continue his continuing pursuit of fitness industry education and experience, IDEA awarded him the Patty Howard-Jones International Scholarship, which included a complimentary registration, accommodations and round-trip airfare to its 23<sup>rd</sup> annual IDEA World Fitness Convention®, held in early July. As the world's largest fitness convention attracting more than 5,000 fitness professionals worldwide, the annual event brings together industry leaders and fitness innovators to deliver the latest information on fitness trends, scientific research and cutting-edge classes to Inspire the World to Fitness®.

***Additional Highlights about IDEA's 2005 Scholarship Recipient:***

- Burgos has designed a Diploma in Physical Conditioning and Health for El Bosque University based on his personalized training methodology program.
- His work with children of all ages has been instrumental in preventing weight gain and obesity, and led a program at a local school to encourage physical activity and play as part of daily life.
- He has been instrumental in organizing local, citywide and national courses on aerobics-related topics, including physiology, sports training, athletics and applied aerobics theory.
- Currently Burgos is pursuing a post-graduate specialization in physical education, sports and recreation administration at the National Pedagogical University in Colombia.
- Burgos also has developed a program targeting older populations to keep them engaged in regular daily exercise.

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***Quote from Omar Burgos:***

“I remain committed to the fitness field because I am making a significant contribution to society, especially the underprivileged classes that might not otherwise have the opportunity to embrace fitness and a healthy lifestyle. By attending the annual IDEA World Fitness Convention, I have increased my skills and gained more educational experience to better serve my Colombian community.”

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For more information on these topics or others addressed by IDEA, please email Tabitha Bailey/HetzelMeade Communications at [Tabitha@hetzelmeade.com](mailto:Tabitha@hetzelmeade.com) or call 805.241.2532