

MEDIA ADVISORY

IDEA Health & Fitness Association Promotes Corporate Wellness as Fitness Makes Good Business Sense for Companies Nationwide

IDEA Health & Fitness Association (www.ideafit.com), the world's leading membership organization of health and fitness professionals with more than 23,000 members in over 80 countries, promotes the fast-growing profile of corporate wellness for companies nationwide in the latest issue of *IDEA Fitness Journal*.

Once called “corporate fitness” and considered a career option for some fitness professionals, today the subject of corporate wellness has grown into a part of the economic strategy for large and small U.S. companies. Armed with facts and figures, it's possible to help companies transform their corporate wellness programs into a cost-effective preventative model that permits employees to attain—and maintain—higher levels of health and productivity. The key is to demonstrate both the human and financial benefits and reasons for instituting a worksite wellness program.

Additional Issue Highlights:

- Top six tips for training runners that will enable them to maximize their training and racing while achieving higher levels of fitness.
- Ten states currently require fitness facilities to have at least one automated external defibrillator (AED) onsite along with trained staff. Legislation is pending in many other states.
- Low-income Latinas are more likely to experience high rates of inactivity compared with other members of the population, according to the January/February issue of the *American Journal of Health Promotion* (228; 22 [3], 155-163). The solution: “culturally tailored aerobic exercise intervention” that encourages Latinas to participate in vigorous exercise.
- Business is booming for health clubs, according to the International Health, Racquet & Sportsclub Association's annual survey. Average revenues jumped 18 percent in the third quarter of 2007.
- According to the October 2007 issue of *The American Journal of Clinical Nutrition*, higher intakes of Vitamin C and linoleic acid and lower intakes of fats and carbohydrates are associated with better skin-aging appearance.
- Qigong may lower hypertension according to a paper published in the *The Journal of Alternative and Complementary Medicine* (2008, 14 [1]; 27-37).
- Beware of the new trans fat substitute called “interesterified oil,” a stealth component in many new processed foods that claim to be free of trans fat but actually reduces healthy HDL cholesterol levels and raises blood sugar.
- The notion that regular meditation is beneficial and achievable is gaining widespread acceptance.
- Check out www.notinmycart.org to find the latest list of recalled food items.

Inspire the World to Fitness®

For registered nurse Kathi Sims, fitness has always been a way of life. Her Sarasota, Fla.-based Holistic Wellness combines her medical background in outpatient psychiatry and mental health with her goal to help individuals gain total wellness. She specializes in programs for people with Parkinson's disease. She teaches two 45-minute water fitness classes a week for this clientele.

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“Since mobility and balance are major issues for this group, I focus a lot on gait training and balance,” she says. Sims encourages other fitness pros to work with this population. She advises them to learn about the disease from a medical standpoint so they understand the functions and challenges. “The challenges are great when working with this population, but the rewards are much greater,” Sims adds.

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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 or call 805.241.2532