



Inspire the World to Fitness®

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IDEA Health & Fitness Association Spokespersons and Industry Experts Reinforce Growing Fitness Trends with New Research and Innovative Exercise Programs

Fitness Industry Leaders Build Momentum in Strength Training, Mind-Body Workouts, Special Population Fitness and Inspirational Programs for Beginner and Advanced Exercisers

San Diego – December 13, 2005 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with nearly 20,000 members in more than 80 countries, has gathered new research and insight from its top spokespersons and fitness experts on how they are incorporating the latest fitness trends into their programs and fitness recommendations. The experts concur with the recent results of IDEA's 10th annual Programs & Equipment Survey, which highlighted the growing popularity of personal training, strength-based programs, mind-body fusion, core conditioning and nutrition assessment.

As part of its polling efforts, IDEA received a variety of diverse input and ideas from world-class fitness experts, including Jay Blahnik, IDEA's group fitness exercise spokesperson and one of the premier fitness instructors, trainers and educators in the world; Peggy Buchanan, IDEA's senior fitness spokesperson and director of fitness, aquatics and physical therapy at Vista del Monte in Santa Barbara, Calif.; Justin Price, IDEA's spokesperson on personal training is a Biomechanics Specialist whose expertise lies in assessing neuromuscular and skeletal imbalances; Shirley Archer, IDEA's mind-body exercise spokesperson and a well-known author, trainer as well as health and wellness educator at Stanford University; and Jan Schroeder, IDEA's senior exercise physiologist, director of event programming and an assistant professor and fitness option coordinator in the department of Kinesiology at California State University, Long Beach.

According to Kathie Davis, executive director and co-founder of IDEA Health & Fitness Association, the opportunity to continually work with the industry leaders enables the association to remain at the forefront of the fitness industry. "We continually survey the fitness landscape and strive to understand the rise and fall of different fitness programs and equipment," she says. "Our 2005 survey results, reinforced by the opinions and ideas of our spokespersons and experts, reveal unprecedented growth and diversification. We look forward to watching the emerging fitness trends in the year ahead while working closely with our experts."

Here's how some of IDEA's experts are reinforcing growing fitness trends:

- With fitness and nutrition assessments on the rise, IDEA group fitness exercise spokesperson Jay Blahnik is working more with a number of companies that are using simple, high-touch technology to measure, track and motivate exercisers to stick to their fitness programs.
- In the area of assessments, IDEA's personal training spokesperson Justin Price uses biomechanics to assess a person's movement skills, posture and neuromuscular coordination before recommending programs that contain a series of complex

- movements, such as those found in some of the new dance classes that are gaining popularity.
- Peggy Buchanan, IDEA's spokesperson on older adult fitness, is closely following pole walking and balance programs as two emerging trends in senior fitness. Her "FallProof" program continues to gain popularity as older exercisers seek ways to improve coordination between their eyes, muscles and joints as well as inner ear. This new program practices both planned and unplanned functional movements of everyday living, so the memory and coordination centers of the brain can respond quickly and efficiently.
 - Enhanced mind-body programs that combine elements of Pilates and yoga are steadily rising according to IDEA's latest survey. Shirley Archer, IDEA's mind-body exercise spokesperson is following very closely how traditional exercise techniques are melding with mind-body programs (i.e. the addition of strength or weights added to yoga programs or the use of Pilates in improving flexibility and strength with special populations).
 - Jan Schroeder, IDEA's senior exercise physiologist and director of event programming, has been reviewing both new, breakthrough fitness ideas as well as field-proven and time-tested programs while planning for IDEA's 2006 educational events. Additionally, she continues to focus on the emerging area of post-rehab fitness. As part of her research, Schroeder is reviewing exercise and fitness programs that are ideally suited for those afflicted with low back issues as well as knee or shoulder injuries.

In addition to seeking insight from its spokespersons and experts, IDEA continually solicits insight from its members. For its 2005 programs and equipment survey, the company polled nearly 300 of its business members and program directors across North America, representing a cross-section of large and small health clubs, personal training gyms, specialty studios, college campuses, corporate and hospital fitness centers as well as park and recreation programs. The 10th annual programs and equipment survey includes valuable data on more than 64 fitness programs and activities as well as 26 categories of equipment.

This latest survey showed a continuing upward trend in a variety of programs tailored for beginner, intermediate and advanced clientele. Regardless of location, 85 percent of respondents offer programs designed to attract the inactive person or new exerciser. On average, managers estimate that 40 percent of their participants are beginners. With 71 percent reporting that their clients stay with the business for one year or longer, it's clear that IDEA business members are coming up with and maintaining creative ways to keep exercisers motivated and dedicated to their fitness regimes.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with nearly 20,000 members in more than 80 countries. Since 1982, IDEA has provided health and fitness professionals with pertinent information, educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective fitness and lifestyle programs. For more information on IDEA events, publications, educational products, member services or other activities, visit www.ideafit.com.

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