

MEDIA ADVISORY

IDEA Health & Fitness Association Starts the New Year with Fresh Approaches to Exercising and Renewed Energy for Showing Ways to Inspire the World to Fitness

[IDEA Health & Fitness Association \(www.ideafit.com\)](http://www.ideafit.com), the world's leading membership organization of health, wellness and fitness professionals with more than 22,000 members in over 80 countries, starts the New Year off with fresh approaches to exercising in the new issue of *IDEA Fitness Journal*.

The concept of “corrective exercise” is booming as the public gains a growing understanding that sometimes when approaching exercise you must take a step back in your techniques before moving forward. After all, musculoskeletal conditions account for some \$254 billion a year in associated healthcare costs. Some of the biggest influencers in modern-day corrective exercise are yoga and tai chi, Pilates and massage. Another topic explored this month is improving eating habits. At a time when everyone is thinking “green” for improved environmental awareness and protection, another green movement is underway: *eating* green. Potential strategies here include eating more organic products, buying locally, looking for recycled and recyclable packaging, bringing your own shopping bags and growing food at home.

The fresh approach personal trainer Todd Durkin brings to his clients at San Diego's Fitness Quest 10 involves a well-rounded program including sports conditioning, life and business coaching, business mastermind group, teleseminars; massage and body work, Pilates, yoga, health retreats and more. Well known for famous trainees such as San Diego Chargers running back LaDainian Tomlinson and New Orleans Saint QB Drew Brees, Durkin's motivational style appeals to a broad spectrum of fitness enthusiasts.

Additional Issue Highlights:

- Pass the O.J., please: People who drink at least three glasses of juice per week are 76 percent less likely to develop Alzheimer's disease.
- A study published in the *Journal of Strength and Conditioning Research* (2007; 21[3], 841-47) shows no evidence that forced repetitions is effective in improving strength gains.
- Creating client-trainer blogs can be an effective tool for facilitating client behavior change.
- New guidelines published in *The Annals of Internal Medicine* (2007; 147 [7], 478-91) recommend the practice of viniyoga-style yoga to relieve chronic low-back pain.
- Researchers at North Carolina Agricultural and Technical State University have developed a process to make peanuts allergen-free. Three million Americans are affected each year by peanut allergies.
- A typical coffee-drinking U.S. adult consumes 200-400 mgs of caffeine daily (Armstrong, 2002).
- Adding an avocado to a salad boosts its health benefits, enabling the body to absorb three-to-five times more cancer-fighting nutrients, such as beta carotene and lycopene, according to a study out of Ohio State University.

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Inspire the World to Fitness®

Nancy Norris knows that if she wants to inspire others, she needs to “walk the talk.” In the case of Norris, who lives in Grand Blanc, Mich., arguably it’s more appropriate to substitute the word “climb” for walk. After enjoying successful endeavors as a dancer and personal trainer, in 1998 (at age 54) she started to reach for higher summits—literally. To date, she has climbed 23 mountains, six of which are the highest elevation on their continents. “My goal in climbing is to inspire the world to fitness and bring attention to the fact that if you have a healthy lifestyle, you can achieve any goal you set, regardless of age.”

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