



Inspire the World to Fitness®

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**IDEA Health & Fitness Association's *Inner IDEA Body-Mind-Spirit Review*  
Is Recognized with Prestigious Publishing Honor**

*Fitness Group Receives Maggie Award for Best Web E-Newsletter/Trade & Consumer*

**San Diego – June 2, 2008** – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with more than 23,000 members in over 80 countries, has received the prestigious Maggie Award from the Western Publications Association (WPA) for its publications department's *Inner IDEA Body-Mind-Spirit Review*.

The Maggies, hailed as “the Academy awards of the magazine industry,” recognize hard work, dedication and creative talent across consumer and trade magazine publishing, both in print and electronic form. In its 57<sup>th</sup> year, nearly 2,000 entries from more than 500 publications were reviewed across a wide range of categories. IDEA was selected as the winner in the “Best Web E-Newsletter/Trade & Consumer” category, representing the company’s fourth consecutive Maggie award.

According to Peter Davis, chief executive officer of IDEA Health & Fitness Association, the mission of *Inner IDEA Body-Mind-Spirit Review* is to inspire the world to wellness through mind, body and spirit. “IDEA is honored that our editorial staff has been recognized with the highly coveted Maggie award,” he says. “We are very proud of the team’s accomplishments in educating wellness and fitness professionals on the latest holistic modalities in exercise.”

Directed by senior editor Joy Keller, *Inner IDEA Body-Mind-Spirit Review* balances practical fitness and wellness programming ideas with business tips, mind-body research and informative stories about personal and professional transformation. The e-newsletter also helps build community through a shared passion for optimal health and wellness.

The IDEA publications team also was a finalist in the “Best Regularly Featured Department, Section or Column/Trade and Health & Fitness/Trade” categories.

**About IDEA Health & Fitness Association**

IDEA Health & Fitness Association is the world’s leading membership organization of fitness and wellness professionals with more than 23,000 members in over 80 countries. Since 1982, IDEA has provided personal trainers, group exercise instructors, fitness program directors, mind-body teachers, health club owners and fitness center managers with pertinent information, health and fitness educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective lifestyle and fitness programs. IDEA members will have over 44 million opportunities to influence consumer buying power. For more information on IDEA fitness and wellness conferences, publications, professional fitness education and products, member services and other activities, visit [IDEA Health & Fitness Association](http://www.ideafit.com).