



FOR IMMEDIATE RELEASE

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**INTERNATIONAL PRESENTERS TAKE
HEALTH AND FITNESS EDUCATION TO NEW HEIGHTS AT
*IDEA WORLD FITNESS CONVENTION®***

San Diego – When it comes to keeping pace with the on-going evolution in their profession, fitness professionals turn to the *IDEA World Fitness Convention®*, an annual event that attracts over 4,000 participants from more than 60 countries. Presented by *IDEA Health & Fitness Association*, the *IDEA World Fitness Convention* will take place in San Diego, 7 – 11, 2004 and it will feature over 150 of the world's leading fitness presenters. A sampling of these innovative educators include:

Jenna A. Bell-Wilson, MS, RD, LD, is a doctoral candidate in exercise science at the University of New Mexico and teaches college-level nutrition. She will present cooking demonstrations and these sessions:

- **Calorie Restriction and Longevity** – examines the benefits of calorie restriction and the relationship between body weight and health.
- **Smart Shopping and Food Prep: How to Stock Your Pantry and Work Ahead** – good nutrition starts at the market and this provides session tips on how to shop smartly and help clients meet their nutrition goals by being savvy shoppers.
- **Grilling for Healthy Eating** – create healthy and nutritious meals on the backyard grill.

Scott Cole is the star of numerous health and exercise videos, including “Discover T'ai Chi.” He frequently appears on ABC's “The View” with his latest project, *Get Fit America for Kids*. His sessions include:

- **Fitness in the Media: How to Land High-Profile Publicity** – learn from a high-profile presenter who has been featured on “LIVE with Regis and Kelly” and “CNN Headline News.”
- **Discover T'ai Chi for Fitness** – an innovative approach that blends the healing movements of Chi Kung with the martial postures of T'ai Chi.
- **Millennium Stretch** – a journey through Chi Kung, T'ai Chi, yoga, movement therapy and multidimensional core strength and flexibility work.

Leigh Crews is a Reebok Program Developer, spokesman for the American College of Sports Medicine, and founder of Dynalife, Inc. Her videos and DVDs include Reebok Fitness Cuts and Straight Up Yoga. Her sessions include:

- **Ramping™ Basic Training** – a new cardio workout that targets the muscles of the lower body.
- **Vinyasa Krama** – learn to sequence complementary and interdependent yoga poses for an experience that flows from beginning to end.
- **Fitness Caching** – search and find the treasure cache with a GPS receiver in this *Club Without Walls* session.

— more —

Sherri Baptiste Freeman is an inspirational teacher at the forefront of yoga training in America. She began teaching yoga in her teens and is the founder of Baptiste Power of Yoga. Her sessions include:

- **Deep Relaxation and Meditation** – experience a powerful tool for relieving stress, maintaining health and promoting creativity and vitality.
- **Power of Yoga: Postures for Serenity, Strength and Beauty** – as a way to access and sustain mental, emotional and physical well-being.

Jeanette Jenkins is the president of The Hollywood Trainer, LLC and she is the first female grand prize winner of on NBC's reality show, "Fear Factor." She will be teaching:

- **Crunch Presents "The Hollywood Trainer's Full Body Sculpt"** – experience a workout that fits into a busy schedule and still produces results.

Tom Purvis, RPT, is a licensed physical therapist and cofounder of The Resistance Training Specialist® program and owner of Focus on Fitness®, LLC. His sessions will include:

- **Advanced Biomechanics Lab:Case Study Investigations** – Sponsored by Nautilus® Health & Fitness Group, this one-day pre-conference workshop is designed to give attendees a better understanding of why exercise is not a program but a process.
- **Extreme Tubing:Exploring the Infinite Potential of Elastic Resistance** — Sponsored by Nautilus® Health & Fitness Group, this class explores the use of multiple strands of tubing for cam-like effects that rival any machine on the market.

TO RECEIVE A CONFERENCE BROCHURE OR TO REGISTER:

Call (800) 999-4332, ext. 7, or outside the United States and Canada, dial (858) 535-8979, ext. 7 or visit the *IDEA* Web site at: www.IDEAfit.com.

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals with more than 19,000 members in over 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 healthy lifestyle programs. For more information on *IDEA* events, publications, educational products, member services or other activities, visit the *IDEA* Web site at: www.IDEAfit.com.

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MEMBERS OF THE NEWS MEDIA: To receive a 2004 *IDEA World Fitness Convention* brochure and schedule of events, or to receive a registration form for a complimentary press pass, contact Kelly Nakai at: (858) 535-8979, ext. 212, or e-mail: nakaik@ideafit.com.