



FOR IMMEDIATE RELEASE
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**JIM MACLAREN TO RECEIVE 2004 IDEA FITNESS INSPIRATION AWARD
“MY INJURY WAS NOT A TRAGEDY, IT WAS A GIFT”**

San Diego – GQ magazine calls him the “Indomitable Jim MacLaren.” Bob Babbitt, editor and publisher of Competitor magazine, calls him the “Babe Ruth of Amputee Athletes.” And for good reason since Jim has redefined what a man with one leg could do.

Jim has survived two would-be fatal accidents. The first, at age 22, when a collision with a bus led to the amputation of his left leg. As a below-the-knee amputee, he was an endurance athlete who consistently placed within the top 20% of any marathon or Ironman he competed in and he became the fastest amputee athlete in the world. Amputees around the world looked to him as a role model and the one who showed them what was possible. He gave them hope.

In 1993, tragedy struck Jim for the second time when he was hit by a van during a triathlon and left him a quadriplegic. Using the sheer force of will and awe inspiring courage that he exhibited after his first accident, Jim came back as an individual with a story to share and an attitude that inspires others to greatness and today he is a sought out motivational speaker for corporations, associations and events.

In response to Jim’s second injury, 42 friends from the triathlon community gathered at the first San Diego Triathlon Challenge in 1994 and \$48,000 was raised to help Jim. When they raised twice their original goal, they decided to make the San Diego Triathlon Challenge an annual event. After Jim’s bills had been taken care of, organizers turned to the many challenged athletes who had been inspired to greater heights by Jim’s inspiration. In the spirit and determination that once fueled Jim, the Challenged Athletes Foundation was established in 1997 as a way to help athletes with disabilities gain independence, reach uncommon goals of excellence and continue to break barriers others have set before them.

Since 1994, over 4.8 million dollars has been raised through the San Diego Triathlon Challenge and more than 1,300 challenged athletes with a disability have been assisted with a grant from the Challenged Athletes Foundation.

In addition to being a leading motivational speaker, Jim continues to donate time to the Challenged Athletes Foundation and to Camp Good Days and Special Times, a summer camp for children facing the toughest challenges of life. Jim has been profiled in GQ and this was reprinted in Readers Digest. The Fox Network is currently developing a movie based on his life. For more information on Jim, go to www.jimmaclaren.com.

In recognition of his courage, vision and the inspiration he gives to others, Jim MacLaren will receive the 2004 IDEA Fitness Inspiration Award. This award recognizes individuals who have overcome great physical adversity and gone on to include fitness in their lives while providing inspiration to others. This award – along with three other awards recognizing outstanding fitness professionals – will be presented at an awards dinner in San Diego, California on July 9, 2004 during the IDEA World Fitness Convention®. Propel Fitness Water® is the Presenting Sponsor of the IDEA Health & Fitness Awards.

The IDEA World Fitness Convention is the premier educational event for health and fitness professionals and attracts over 4,000 participants from more than 60 countries. The IDEA World Fitness & Personal Trainer Convention, to be held in San Diego, July 7 –11, 2004, is designed for health and fitness professionals such as personal fitness trainers, fitness facility managers and owners, group exercise leaders, and allied health professionals. Sessions, workshops and workouts will feature in-depth health and fitness educational opportunities with a focus on applied techniques and programming. IDEA’s Senior Partners are Nautilus Health & Fitness Group® and STOTT PILATES™.

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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