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## **IDEA Health & Fitness Association Showcases Latest Fitness Innovations at its Annual Personal Trainer Summit**

*Diverse Programs Led by World-Renowned Trainers Highlight October Event in NYC*

San Diego – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with nearly 20,000 members in more than 80 countries, announces a series of unique training and business classes at its annual IDEA Personal Trainer Summit, which takes place on October 7-10 in New York City. IDEA, an innovator in personal training and fitness education for more than 20 years, provides personal trainers of all levels with an opportunity to learn the latest skills and techniques, discover new career opportunities and earn continuing education credits.

This premier education event features unique programs, including Central Park's first-ever "Club Without Walls," workshops sponsored by Propel® Fitness Water that focus on training outside the club walls; pre- and postnatal training tailored for the specific needs of pregnant and postpartum women; sessions on increasing physical activity among people over 50; size sensitivity training for working with significantly overweight clients and practical programs for training clients with shoulder and neck pain as well as neuromuscular disorders.

According to Kathie Davis, executive director and co-founder of IDEA Health & Fitness Association, the annual Personal Trainer Summit offers an outstanding opportunity for trainers to enrich their careers and business potential while reinforcing IDEA's overall mission to "Inspire the World to Fitness." Recent research from the U.S. Health and Human Services' Centers for Disease Control and Prevention revealed that deaths due to poor diet and physical activity have risen by 33 percent over the past decade. "Many people are less fit and more overweight than ever before," said Davis. "IDEA is dedicated to giving health and fitness professionals all the necessary tools and information they need to help others embrace regular exercise and fitness programs. Personal trainers play an extremely vital role in sharing their expertise and raising awareness about the benefits of proper diet and physical activity, which underscores the importance of this annual educational event."

This year's Personal Trainer Summit offers visionary programming and practical hands-on solutions in the following areas: training techniques, pre- and post-rehabilitation, program design, mind-body such as yoga and Pilates, exercise science, nutrition, business and careers as well as lifestyle coaching. IDEA has assembled a world-class team of veteran personal fitness trainers, professional lifestyle coaches, exercise physiologists, physical therapists and nutritionists to lead more than 80 informative sessions and workshops.

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These fitness professionals bring the latest innovation and specialization techniques to the health and fitness industry.

Among the well-known presenters are:

- Tom Purvis, RPT: co-founder of the Resistance Training Specialist (RTS) program and owner of Focus on Fitness in Oklahoma City. He starts off the programming with a general session for all attendees in an insightful and motivating examination of our attitude toward learning, "My Guru Can Beat Up Your Guru!"
- Peter Twist, MSc: president of Twist Conditioning and 11-year veteran NHL conditioning coach and exercise physiologist for the Vancouver Canucks. His pre-conference offering will explore a new sport strength paradigm entitled, "Sport Strength - The Linked System;"
- Chuck Wolf, MS: director of sport science and human performance for the USA Triathlon National Training Center in Clermont, Fla. His sessions range from strengthening core body muscles to integrated abdominal training;
- Kate Larsen, PCC: professionally certified lifestyle coach, personal trainer and group fitness instructor. Kate will be teaching in a new track on Lifestyle Coaching, an exciting career opportunity for Personal trainer; and
- Douglas Brooks, MS: internationally acclaimed author, lecturer, trainer and video personality. As an attendee favorite, his session topics will include, Cardiovascular Training Recipes for Your Clients: The Science Behind the Workout and BOSU® Sports Conditioning.

The 2004 IDEA Personal Trainer Summit takes place at the New York Hilton on October 8-10 with pre-conference workshops on October 7th. For additional information on this event visit our website at [www.ideafit.com](http://www.ideafit.com).

#### **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](http://www.ideafit.com).

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