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## **Pilates Programs Show Significant Growth Based on IDEA Health & Fitness Industry Trend Report**

San Diego, CA. – The IDEA Health & Fitness Association 2003 Programs & Equipment Survey indicates that Pilates is much more than an emerging trend. Specifically, Pilates programs within a health club environment have grown from 10% usage in 1997 to over 63% usage in 2004. This means that two-thirds of fitness facilities and clubs include Pilates sessions and/or equipment for their members. IDEA has seen this area explode with popularity in the fitness industry over the last few years.

“We see this increase in Pilates as a positive trend in the health and fitness industry,” said Kathie Davis, Executive Director of IDEA. “According to the 2004 SGMA report, over 9 million people participate in Pilates exercise training in the United States. This form of exercise has been extremely popular with fitness professionals that have integrated this system with other forms of exercise and training. In fact, it has grown so rapidly that IDEA now provides a Mind/Body membership for our professional members.”

“Pilates is now reported as the fastest growing method of mind-body exercise in America and we are certainly seeing this at STOTT PILATES — our growth has been exponential. Sales have grown over a thousand percent in the past five years and we now conduct business in over 100 countries. Our company continues to expand to meet the growing demand for Pilates education, equipment and videos worldwide,” said Lindsay G. Merrithew, President and CEO, STOTT PILATES.

“Pilates has grown tremendously over the past five years and I don’t see that trend slowing into the foreseeable future,” said Kathy Corey, Director of West Coast Pilates Certification Program and an IDEA member. “In my 25+ years of experience, it’s rewarding to see Joseph Pilates’ vision for Pilates come to life in all forms of fitness and exercise, ranging from rehabilitation to core strength conditioning. From a handful of teachers and students just a few years ago, we now are reaching more than 9 million people around the world. This surge in popularity will continue because Pilates is much more than a simple work-out and produces lifelong health and fitness.”

Pilates is a physical exercise executed with a profoundly inward focus. This method of exercise and physical movement is designed to stretch, strengthen and center the body. Originally developed by Joseph Pilates in the early 20<sup>th</sup> century, the Pilates form of exercise has proven to be invaluable to overall core fitness conditioning as well as physical rehabilitation.

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.idealife.com](http://www.idealife.com)

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