



Inspire the World to Fitness®

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**Reaching Your Fitness Goals Just Got Easier**

*IDEA FitnessConnect partners with SparkPeople.com and FitnessMagazine.com to give millions of consumers access to qualified fitness professionals.*

**San Diego – April 26, 2011** –The search for a well-qualified personal trainer or a fitness class/event in your neighborhood just got ridiculously easy.

[IDEA FitnessConnect](#), a powerful online platform linking fitness professionals, certification verification partners and consumers, recently signed on [FitnessMagazine.com](#) and [SparkPeople.com](#) as affiliates to give nearly 16 million site visitors per month access to IDEA FitnessConnect's free directory of fitness professionals, classes and events.

- With over 7.2 million readers, *Fitness Magazine* helps women make little changes to achieve big success
- 1.4 million people visit [FitnessMagazine.com](#) each month
- The mission of SparkPeople is to SPARK millions of PEOPLE to reach their goals and lead healthier lives. They offer helpful resources including nutrition, health, and fitness tools
- SparkPeople.com received over 17.5 million visits in January 2011

“These two partnerships expand the reach of IDEA FitnessConnect significantly,” said IDEA co-founder and Executive Director Kathie Davis. “We created this platform to provide consumers with a meaningful tool to help them research and find well-educated, certified professionals, classes or events in their area that will help them achieve their fitness and wellness goals. There are a lot of people out there claiming to be certified fitness professionals who are not. Consumers need to be aware of this and use every resource available to verify the credentials of those they hire. IDEA FitnessConnect does exactly that.”

[IDEA FitnessConnect](#) addresses the following challenges in the fitness industry:

- **Transparency.** A recent survey found that 45% of those who claim to be certified fitness professionals are not actually certified. Our verification partners show which professionals are current, and flags those who are not current or who cannot be verified.

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- **Inclusiveness.** Among the hundreds of fitness certifications and many professional directories, there is no reliable, unbiased source to help consumers find a qualified professional.
- **Qualifications.** There is no standard set of qualifications for a consumer to consider when choosing a fitness professional.

To find a qualified fitness professional in your neighborhood or city, go to

[www.ideafit.com/fitnessconnect](http://www.ideafit.com/fitnessconnect).

### **About IDEA Health & Fitness Association**

IDEA Health & Fitness Association is the world's leading organization of fitness and wellness professionals including personal trainers, group fitness instructors, fitness directors and fitness business owners. These professionals coach, train and influence millions of health-minded individuals. Through IDEA professionals in over 80 countries, we "Inspire the World to Fitness®".

We deliver world-class content and continuing education to fitness professionals through three vehicles:

1. *IDEA Fitness Journal*, our award-winning monthly magazine plus four additional, specialty niche e-publications
2. World class fitness conferences for health and fitness professionals, including IDEA World Fitness Convention™
3. Streaming video and DVD courses available on our website ([www.ideafit.com](http://www.ideafit.com))

With the launch of IDEA FitnessConnect, we have created the largest national industry-wide directory linking over 200,000 US fitness professionals to more than 16 million consumers. By providing verified profiles of fitness professionals, we give consumers confidence in their choice of fitness services while strengthening the credibility and professionalism of our industry.

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).