



Inspire the World to Fitness®

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The Ironman® and the Shaman Team as Keynotes for Renowned Wellness Conference

Six-time Ironman world champion Mark Allen and shaman and healer Brant Secunda will open the 2010 Inner IDEA® Conference with a discussion on integrative wellness.

San Diego – June 1, 2010 – Five years ago, the [Inner IDEA Conference](#) changed the landscape of fitness education with a groundbreaking event dedicated to exploring the cutting edge of wellness. This year, Inner IDEA will celebrate its 5-year anniversary by taking a closer look at the emerging “big picture” of health: integrative wellness of mind, body and spirit.

If that’s not enough to compel you, consider the unique team IDEA is featuring as this year’s keynote speakers: six-time Ironman® world champion Mark Allen and shaman and healer Brant Secunda, who taught Allen the integrative approach that was the foundation of his competitive success. They are co-authors of *Fit Soul, Fit Body: 9 Keys to a Healthier, Happier You*, and as part of the conference’s Opening Ceremony, they will discuss and demonstrate how integrative wellness can profoundly enhance health and happiness.

Fast Facts About the [Inner IDEA Conference](#):

- The event will be held September 23-26 at the serene La Quinta Resort & Club in Palm Springs, California.
- It will feature more than 100 sessions on Pilates, yoga, Nia®, GYROKINESIS® & GYROTONIC® exercise, integrative movement, mindfulness and meditation, nutrition, research, mind-body medicine, motivational coaching, and wellness business and career development.
- The faculty includes over 35 leading presenters, researchers and innovators, each selected for his or her passion, vision and prominence in the field of integrative wellness.
- Also integrative in its approach to education, Inner IDEA immerses participants in a personal journey of discovery through ritual, nature, meditation, visualization, music, silence and movement. Mindfulness is a central focus of the conference, and every aspect of the event is designed to encourage mindful engagement in the present moment. The

culture is designed to create a nonjudgmental, noncompetitive environment to explore new pathways to wellness, with emphasis on acceptance and individual transformation.

- Special events during the conference include the Opening Ceremony, featuring keynote speakers Allen and Secunda; the evening Welcome Reception; five wellness-oriented mindful meal experiences (full registration attendees); and many networking opportunities. Participants also enjoy browsing wellness-related educational products, books, videos, music, clothing and large and small equipment in the Inner IDEA Marketplace as well as from the Visionary Sponsors Marketplace.

“When we created Inner IDEA, we strongly felt the industry needed a conference dedicated exclusively to wellness principles and practices,” said Kathie Davis, IDEA’s executive director. “We wanted it to be a different kind of event where you didn’t just *learn* about mind-body-spirit wellness--you *experienced* it just by participating. The response has been overwhelming. Every year we have more wisdom to draw from, and we keep evolving. We are so grateful for the support this event has received, and for the opportunity to work together with the Inner IDEA community to inspire the world to wellness.”

Consider giving yourself the gift of this unique experience. You can start your mindful decision-making by reviewing this year’s brochure and rich programming line-up at

<http://www.idealife.com/Inner-IDEA>.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world’s leading membership organization of fitness and wellness professionals with more than 23,000 members in over 80 countries. Since 1982, IDEA has provided personal trainers, group exercise instructors, fitness program directors, mind-body teachers, health club owners and fitness center managers with pertinent information, health and fitness educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective lifestyle and fitness programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. 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.idealife.com).