



Inspire the World to Fitness®

**Contact:**

Kelly Nakai  
IDEA Health & Fitness Association  
858.535.8979, ext. 212  
[knakai@ideafit.com](mailto:knakai@ideafit.com)

Tabitha Bailey  
HetzelMeade Communications  
805.241.2532  
[tabitha@hetzelmeade.com](mailto:tabitha@hetzelmeade.com)

**US Surgeon General Dr. Regina Benjamin and Andre Agassi  
Headline 2010 IDEA World Fitness Awards**

*The nation's chief medical officer, tennis star Andre Agassi  
and 3 industry standouts are recognized for their contributions and accomplishments.*

**Los Angeles – August 9, 2010** – IDEA Health & Fitness Association, the leading membership organization of health, wellness and fitness professionals including personal trainers, group fitness instructors, fitness directors and fitness business owners in over 80 countries, announced its 2010 IDEA World Fitness Awards at the opening of its annual convention August 5 in the Nokia Theater.

Headlining the awards ceremony was the nation's Surgeon General Dr. Regina Benjamin, who was awarded the 2010 IDEA Leadership Award for the positive message she has brought to all of the United States through *The Surgeon General's Vision for a Healthy and Fit Nation*. In it she outlines her vision and plan to combat the alarming trend of overweight and obesity in America.

“The fitness industry now has a voice at the highest levels of the United States government and a champion for our cause,” said IDEA executive director Kathie Davis. “For her leadership in this critical area that directly impacts each of us and our industry, and showcases our connected talents to Inspire the World to Fitness®, Dr. Benjamin was a natural choice for this honor.”

Tennis great Andre Agassi accepted the 2010 IDEA Lifetime Achievement Award following Benjamin. Considered by many to be the most charitable athlete of his generation, Agassi has used his status, experience and determination to help children excel. Among his many charitable projects are the Andre Agassi College Preparatory Academy, a tuition-free charter school for at-risk children, a Boys & Girls club that mixes athletics and academics, residential facilities that house abused and medically fragile children, and Athletes for Hope, which Agassi founded three years ago with a number of other well-known athletes.

Three other awards were presented at the IDEA World Fitness Awards Show, which was emceed by Mario Lopez and featured athletic dance numbers by Quest Crew and the Zumba dancers:

- **2010 IDEA PERSONAL TRAINER OF THE YEAR: Jonathan Ross, Bowie, Maryland**

Jonathan Ross offers personal training, consulting, public speaking and writing through his company, Aion Fitness LLC. He is also a personal trainer and personal training director for Sport Fit--Total Fitness Club. Ross is also a featured Discovery Health Channel fitness expert. For the 2010 “New Year, New You” initiative, he helped the season-three winner of The Biggest Loser--who had since regained most of his lost weight--in Confessions of a Reality Show Loser. On DiscoveryHealth.com he hosts Everyday Fitness with Jonathan Ross and acts as an online community leader to the 400,000 participants of the National Body Challenge.

- **IDEA FITNESS INSTRUCTOR OF THE YEAR: Carol Murphy, Fairport, New York**

Carol Murphy is owner and fitness director of FitLife, which offers group fitness, personal training and educational workshops around the world. A group fitness instructor for more than 25 years, she led classes for years at her FitLife studio. She now teaches at the state-of-the-art Eastside YMCA to expand her reach. She is a Body Bar®, Gliding and Resist-A-Ball® master trainer, the education director for Drums Alive® USA and Canada, and team leader for Flexi-Sports USA.

“My personal mission is to touch lives with the joy of fitness through fun, engaging programs,” she says. “We need to help Americans change their view of exercise by helping them find what makes their heart tick! Through adventurous, exciting programs that feel like play, people will view exercise as something they can’t wait to do, instead of that old mindset of it being something they have to do.”

- **IDEA PROGRAM DIRECTOR OF THE YEAR: Peter Twist, MSc, North Vancouver, British Columbia**

Peter Twist is the president and CEO of Twist Sport Conditioning. He is an exercise physiologist with a specialization in coaching science. He was a conditioning coach in the National Hockey League for 11 years and has worked with more than 700 professional athletes in different sports. He has published 10 books, 19 DVDs and over 400 papers on athlete development.

The company applies concepts from hockey when training athletes of all sports, ages and abilities. “We provide level-appropriate functional exercise for young kids, aging Boomers, rehab

applications, school curriculums and active adults who get inspired by the opportunity to perform better in their worlds, gaining self-efficacy, enjoyment and a positive connection to exercise.”

### **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 100,000 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).