



Inspire the World to Fitness®

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“WHERE DO I BEGIN?”

AMERICANS VOICE THEIR TOP QUESTIONS ABOUT FITNESS IN THE NEW YEAR

Experts at IDEA Respond to Top Questions about Fitness and Health for a New Year, and Give Tips on How to Get Started!

SAN DIEGO, CALIF. – January 25, 2011 – A recent hotline hosted by *The New York Daily News* offered free, personalized phone consultations with health and fitness experts. Of more than 160 calls in a single day, these experts heard an overwhelming number of callers asking the same question: “How do I get started?”

[IDEA Health & Fitness Association](#) (IDEA), America’s leading organization dedicated to fitness and wellness, tackles America’s top fitness questions and concerns as New Year’s Resolutions are in full swing. “The most important part of setting new fitness goals is to be realistic,” says Kathie Davis, Executive Director of IDEA. “We’re always tempted to immediately set goals that we cannot obtain very quickly. Understand that weight loss and improved strength are goals that take time and effort, so it is important that we set short-term goals to keep us motivated and to allow for regular rewards for hard work.”

With more than 28 years of experience in fitness and health, IDEA also offers the following five tips for setting – and meeting – fitness goals in 2011. **Remember, It Is Your Workout** – All too often, entering a new fitness routine intimidates people into thinking they need to keep pace with their neighbors on the treadmill or in a class. This is a top resolution-breaker. Creating your own pace and discovering what works for your body is a more fun and positive approach.

- **Make the Right Attire and Equipment Choices:** The idea of beginning a new workout routine is daunting. First, there’s attire. Choosing the appropriate workout shoes can make all the difference. Know your feet and their size, shape and comfort when exercising. When in doubt, throw out old shoes and workout clothes, and start fresh. When choosing equipment, determine your goals before purchasing. Consider the workout that you’ll most enjoy for extended periods of time, set your budget and always try the equipment before committing to a certain brand or model.

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- **Consult with a qualified fitness professional:** Even if coordinating just one session with a certified trainer, it's beneficial to get a professional assessment on the best exercises for you, and how to perform them safely with good form.
- **Mix It Up:** For those who are already comfortable with cardio classes, choreography and fast-paced instruction it can be refreshing to try classes that can help calm and relax the body and mind. Mixing up one's exercise helps combat exercise boredom and strengthen muscles that aren't otherwise engaged.
- **Schedule Your Exercise:** "I don't have enough time for the gym." "I hate waking up early." "It's too cold outside." Everybody has their go-to excuse for not making exercise a priority. Schedule exercise into your week just like any other meeting or appointment. Consider exercising with a friend to make your workout even more productive.

IDEA's newest resource, [IDEA FitnessConnect](#), is designed to help answer all of your questions and get you started – the right way – on a new health track. Offering a complete database of fitness classes, verified certified fitness professionals and fitness events searchable by zip code, IDEA FitnessConnect is the complete database for jumpstarting fitness resolutions – whether in January or July.

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)

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.