



Inspire the World to Fitness®

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**Fast, Furious and Functional: 3 Trends Shaping Today's Fitness Landscape**

*These old and new training ideas offer alternative  
and time-efficient methods for helping clients achieve their goals.*

**San Diego – May 10, 2010** – IDEA Health & Fitness Association, the leading membership organization of health, wellness and fitness professionals worldwide with more than 23,000 members in over 80 countries, recently defined three classes of exercise that exercisers are turning to in droves, and shaping programming in fitness centers and personal training studios across the country. The article discusses [pros and cons of each fitness trend](#) with fitness professionals in the know.

**1. Mixed Martial Arts.** The practice of martial arts has ancient and deep roots. Thanks to the popular Ultimate Fighting Championship® (UFC®), a hybrid martial arts competition shown on cable television, mixed martial arts (MMA) has been thrust into the spotlight. As a result, viewers intrigued by the physical prowess of competitors are heading in droves to boxing clubs or MMA facilities in the hope of achieving similar levels of fitness. MMA is a full-contact activity that includes elements from a variety of martial arts. A competitor uses strikes, kicks, throws and submission techniques to gain dominance over an opponent and win the match. Skills are derived from karate; Muay Thai and traditional kickboxing; Brazilian jiu-jitsu; wrestling; boxing; judo; kung fu; tae kwon do; and more.

**2. Metabolic Conditioning** is a swift-paced form of training designed to yield significant caloric expenditure during and after the workout. Because of the high intensity of many metabolic conditioning formats, session duration is kept to a minimum. Fitness programs such as CrossFit, P90X® and other high-intensity, fast-paced programs capitalize on its success. These workouts are considered especially challenging and promise exercisers a fast-track approach to improving fitness levels. But is this type of training appropriate for everyone? And do the promises hold up? Find out in the article: <http://www.ideafit.com/fitness-library/three-fitness-trends>.

**3. Body Leverage Training.** Using the body as primary resistance during exercise is not new. However, modern twists on age-old methods have given body leverage training new life. Interest in “functional training” continues to grow as people realize that true fitness involves more than what can be seen in a mirror. Body leverage training comes in all sorts of packages. The popularity of the TRX®

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Suspension Trainer™ from Fitness Anywhere® has helped propel consumer interest in this type of training. Others include the Lifeline® Jungle Gym, JUKARI Fit to Fly by Reebok, aerial forms of yoga and Pilates, Gravity® by efi, fitness pole dancing and more.

Both authors, Bill Sonnemaker, 2007 IDEA Personal Trainer of the Year, and Ryan Halvorson, certified personal trainer and IDEA associate editor, are available for interviews.

#### **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.ideafit.com).