



MEDIA ADVISORY

IDEA Health & Fitness Spotlights Nutrition as a Cornerstone to Overall Good Health

Who:

IDEA Health & Fitness Association (www.ideafit.com), the world's leading membership organization of health and fitness professionals with nearly 20,000 members in more than 80 countries, conducts regular research, polling and industry surveys. In the latest issue of *IDEA Fitness Journal*, the association offers its members expert advice on nutrition, tips for surviving the low-carb craze, insight into calcium as the new tool for combating obesity as well as input from the latest industry studies and research findings.

Since 1982, IDEA has provided health and fitness professionals with pertinent information, educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective fitness and lifestyle programs.

What:

There's no dispute over the role nutrition plays in a regular workout or fitness regime. However, a new twist on current science focuses on *when* rather than just what athletes and fitness enthusiasts should consume before, during and after a training session to optimize performance and recovery. In addition to this informative article, IDEA offers useful data on the calcium-obesity link, provides tips on surviving the low-carb diet craze and shares inspirational stories of how fitness professionals are helping their clients achieve life-altering fitness goals.

Highlights:

Some of the key information shared by IDEA's experts, committee members and spokespersons include:

- Ingesting ideal nutrient combinations at optimal times enhances performance and recovery while improving muscle integrity;
- Combining carbs and protein at the right time will improve training and workouts
- Nutrient timing isn't just for athletes—these strategies can benefit everyday exercisers
- Increasing daily intakes of dietary calcium is a new way to combat the obesity epidemic
- Surviving the latest low-carb diet craze is as simple as knowing the difference between good carbs, bad carbs and the top 20 most nutrient-dense carbs

Inspire the World to Fitness:

- Learn how IDEA member Jeffrey Grayson Miller helped Caroline Forsberg , a blind client who lives in Albany, NY), get back in shape so she could regain eligibility for a new guide dog

Latest Fitness Trends:

- Fitness walking is the favorite form of exercise for 10.3 million people
- Use of recumbent stationary bikes has risen by nearly 60 percent since 1968
- Training with free weights has been the number-one exercise form in the U.S. since the '90s
- Physically fit kids processed stimuli faster according to a recent University of Illinois study

#

For more information on these topics or others addressed by IDEA, please email Tabitha Bailey/HetzelMeade Communications at Tabitha@hetzelmeade.com or call 805.241.2532