



MEDIA ADVISORY

Inspire the World to Fitness®

Contact:

Bernhard Schroeder
IDEA Health & Fitness Association
858.535.8979, ext.275
schroederb@ideafit.com

Tabitha Bailey
HetzelMeade Communications
805.241.2532
tabitha@hetzelmeade.com

IDEA Health & Fitness Association Returns to Las Vegas for the 24th Annual World Fitness Convention Featuring the Latest Advancements in Fitness Knowledge

World's Largest Fitness Event, to be held July 25-29, Features Ground-Breaking Educational Sessions, Inspirational Keynote and Industry-Leading Products and Services

San Diego – April 27, 2006 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with more than 20,000 members in more than 80 countries, announces new educational sessions, premier presentations and an inspirational keynote at the 24th annual IDEA World Fitness Convention®. As the largest fitness training event in the world, this annual convention offers more than 275 educational sessions and an industry-leading Fitness and Wellness Expo with more than 150 exhibitors showcasing the latest and most noteworthy products and services. The convention will be held July 25th–29th at the Hilton Las Vegas and the Las Vegas Convention Center. Event partners include the Nautilus Institute™ and STOTT PILATES®.

This year's gathering features highly innovative programming, including 50 new sessions; 40 mind-body sessions; the debut of IDEA InTensives, four-hour workshops offering extensive, in-depth education; and the premier of Club Without Walls Adventure, cutting-edge outdoor activities. More than 130 internationally recognized thought leaders from the fitness, health and wellness communities will offer groundbreaking concepts as well as the opportunity to earn up to 20 continuing education credits (CECs). The opening ceremonies on Wednesday, July 26th will include a keynote from world-renowned life coach and best-selling author Cheryl Richardson. Titled "The Mind-Body Makeover," the presentation will focus on her unique approach to using fundamental coaching skills to uncover and address "UFOs"—unidentified fitness obstacles.

According to Kathie Davis, executive director of IDEA Health & Fitness Association, the annual convention provides an exceptional learning environment and unparalleled opportunities to grow professionally and personally. "The IDEA World Fitness Convention brings together thousands of like-minded fitness professionals and top-notch educators who all share a commitment to the idea that fitness can make a big difference in people's lives," she says. "The sheer number of attendees and one-of-a-kind educational sessions create a special energy, making this an ideal place to feel the pulse of our vibrant industry and discover new ways to Inspire the World to Fitness®."

Premier presentations making their debut at this year's convention include:

- Geared up—indoor cycling workshop taught on simulated terrains;
- Step the other way—planning and teaching vertical step classes;
- How to conduct a lifestyle assessment—how to incorporate life coaching into fitness programs;
- Ultimate outdoor group training—working out with the Suspension Training System;

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- Skills for training overweight clients—customized approach for assisting overweight clients;
- Pilates ball choreography—a new approach using the latest research available;
- Restorative yoga—active-relaxation Iyengar yoga workshop for reducing chronic stress, fatigue and back pain;
- Dancing High and Low—creative ideas for motivating new young dancers;
- Core-ography—improving strength, balance, coordination, muscle control and posture;
- Reformer Reformation—a how-to session on developing fun and flowing workouts on the reformer;
- Yoga strength: internal/external forces—workshop on incorporating hand weights while practicing various hatha yoga postures;
- Golf and roll: the golfer's foam roll—assessing and preventing common golf injuries through a foam roller flexibility, balance and core-strengthening program; and
- Integrated tension training—a whole new dimension in strength training.

Additionally, the IDEA World Fitness Convention offers specialized sessions on a variety of topics, including:

- Training corporate clients—devising workday office exercise programs;
- Women and weight loss—helping clients get past diets and stay focused on health while addressing weight concerns;
- Making fitness facilities senior friendly—adjusting facility designs to accommodate age-related declines and issues;
- Core success for the overweight client—helping overweight clients differentiate between fat, abdominal muscles, bones and internal organs;
- Prenatal fitness: myths vs. truth—focusing on the latest research to determine acceptable fitness programming for pregnant clients; and
- Training children—an interactive seminar on training children for everyday activity, lifelong health and general sports participation.

A wide variety of career-focused sessions also will help fitness professionals discover new ways to boost their business success, ranging from implementing attention-grabbing group classes and turning personal training into profit machines to staff compensations and increasing revenue through ergonomic assessments. Additionally, attendees will be able to experience the latest information on mind-body fitness, water fitness, cycling, group exercise, nutrition as well as a host of other compelling fitness-related topics.

Two days prior to the World Convention, IDEA is holding Inner IDEA, its inaugural conference focused on experiencing wellness through body, mind & spirit. This landmark event, which will be held July 23rd-25th at the Hyatt Regency Lake Las Vegas Resort & Spa, features more than 100 sessions presented by some of the wellness community's leading experts and practitioners.

For more information and registration details on IDEA World Fitness Convention and Inner IDEA, visit the event section on the company's website at www.ideafit.com/world or call 1.800.999.4332, ext. 7.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with over 20,000 members in more than 80 countries. 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

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life worldwide through safe, effective fitness and lifestyle programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA events, publications, educational products, member services or other activities, visit www.ideafit.com.

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