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IDEA Health & Fitness Association Names Helen Vanderburg Fitness Instructor of the Year for Superior Instructional Abilities, Community Involvement and Strong Motivational Skills

Heavens Fitness Founder, Co-Developer of Fusion Fitness Mind-Body Training Certification and Canada's Outstanding Female Athlete of the Year Receives Well-Respected Industry Award

San Diego – July 12, 2005 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with nearly 20,000 members in more than 80 countries, has presented Helen Vanderburg with its prestigious Fitness Instructor of the Year award during the 23rd annual IDEA World Fitness Convention®, held July 5th-9th in Las Vegas. This influential award recognizes an individual whose outstanding leadership, professional commitment as well as community and industry involvement have inspired both active and under active people to commit to a healthy lifestyle.

Vanderburg, of Calgary, Alberta Canada, is founder and president of Heavens Fitness Limited, co-owner of Fountain Park Health Club and executive director of Helco Management. She also trains fitness leaders internationally through Hi Fitness Inc., and is the co-developer of the Fusion Fitness Training certification course to help prepare instructors in teaching integrated mind-body classes. To date, more than 400 instructors have been trained through this course.

Vanderburg is a former world-champion synchronized swimmer, member of the International Sports Hall of Fame and Canada's "Outstanding Female Athlete of the Year" for the third consecutive year. She spends countless hours speaking to athletes, entrepreneurs, schools and women's organizations in her continuing quest to empower young people to follow their dreams.

"Helen Vanderburg is completely committed to her students and comes up with new and innovative ways to encourage people to embrace regular fitness programs," says Kathie Davis, co-founder and executive director of IDEA Health & Fitness Association. "For instance, her 'Get to Know' program teams new exercisers as 'workout buddies' to help them feel more comfortable and motivated to stick with their exercise goals, and so far the results have been very impressive."

As the 2005 IDEA Fitness Instructor of the Year recipient, Vanderburg will serve as an IDEA spokesperson on issues relating to group fitness. She also will be profiled in the October issue of the *IDEA Fitness Journal*.

"Measuring success or impact in our industry is far more intangible and personal than measuring success in other businesses," says Vanderburg. "Some of the most powerful moments for me have come when members, stricken with cancer, tell me that my classes have inspired them to push on. As ill as they may be, they humble me by taking the time to thank me for a great class, when I am the one who is inspired by their incredible strength and perseverance to offer them meaningful and motivational fitness instruction."

Vanderburg also maintains a strong commitment to the Calgary community. She developed, choreographed and produced the Grace Hospital for Women Fashion Show, which is an annual fundraiser that supports breast cancer research.

Leading authorities in the fitness industry developed the criteria for this well-respected award. A review panel of IDEA members who are program directors judged the applications and graded them according to the established criteria. Through this process, three finalists were selected and the award recipient was announced on July 6th. The other finalists in this category were Joy Prouty of Palm Beach, Fla.; and Shirley Archer, JD, MA, of Palo Alto, Calif.

The annual IDEA World Fitness Convention united more than 5,000 professionals from around the globe. As the largest fitness training event in the world, this year's conference offered more than 275 educational sessions—with an opportunity to earn up to 21 continuing education credits (CECs)—and an industry leading Fitness & Wellness Expo with more than 150 exhibitors showcasing the latest fitness products and services.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with nearly 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 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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