



**Office of the Mayor  
City of Los Angeles**

## **ANTONIO R. VILLARAIGOSA**

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### **MAYOR VILLARAIGOSA WELCOMES IDEA HEALTH & FITNESS ASSOCIATION'S WORLD FITNESS CONVENTION 2010**

*The convention is expected to have a \$13.4-million economic impact citywide with 4,420 total room nights booked.*

**LOS ANGELES** – Mayor Villaraigosa joined United States Surgeon General Dr. Regina M. Benjamin and Councilmember Jan Perry to welcome the World Fitness Convention to Los Angeles taking place from August 4-8, 2010. The convention is expected to have a \$13.4-million economic impact citywide with 4,420 total room nights booked.

“We’re pleased to be the host city for the 2010 World Fitness Convention. LA is an active and health-conscious metropolis, so it seems fitting that a convention with a focus on well-being be held here,” Mayor Villaraigosa said. “Attendees can explore attractions on foot in downtown, and then visit one of our many award-winning restaurants where fresh, organic ingredients are included in the dining experience.”

Mayor Villaraigosa signed the letter of agreement to have the IDEA Association bring their meeting to Los Angeles in 2010 and 2011 when NOKIA Theatre opened in 2007. This is the first time that the World Fitness Convention has been held in Los Angeles.

More than 100 participants joined the walk where they were greeted by more than 2,000 delegates at the Expo. Once inside the West Hall, Dr. Benjamin presented her fitness vision for the nation. IDEA FitnessConnect, a website that showcases certified fitness professionals, was highlighted on the convention floor with an introduction and explanation by the Surgeon General.

The event, founded by IDEA, the world's leading membership organization of health and fitness professionals with 19,000 members from more than 80 countries, will again be held in LA, August 10-13, 2011. Attending the event are personal trainers, program and fitness directors, business owners and managers, as well as group fitness instructors from all corners of the world.

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, the members of the organization: "Inspire the World to Fitness."

According to Bert Sperling, founder of BestPlaces.net which analyzes people and places and rates them for major publications, and multivitamin-maker Centrum, Los Angeles has among the healthiest city dwellers in America. Ranking among the Top 25 largest metro areas in the nation, LA's ranking was based on such key factors as health status, nutrition and exercise coupled with mental health, life balance and overall well-being.

"To be the host city of a movement that promotes a healthy and more active lifestyle is a natural fit for Los Angeles," said Mark Liberman, president and CEO of LA INC., The Los Angeles Convention and Visitors Bureau. "When people think of LA they envision a place where fitness is integrated into everyday living from running and biking to surfing and yoga. The delegates from around the world will discover LA is the perfect location to search for creative ideas and solutions in fitness and health."

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