

FOR IMMEDIATE RELEASE

IHRSA Advocates for A Healthier Nation: It's Everyone's Challenge

World's Largest Health Club Association Invites Its 5,700 U.S. Member Clubs to Participate in the National President's Challenge

WASHINGTON- March 20, 2008- As an official program advocate of the National President's Challenge, the International Health, Racquet and Sportsclub Association (IHRSA) joined the President's Council on Physical Fitness and Sports (PCPFS) on Thursday in Washington, DC to officially kick off the Challenge and support the government's physical activity initiative for all Americans. From March 20 through May 15, the Challenge encourages all Americans ages six and older to be active five days a week, and log their activity on their personal activity tracker for six weeks. The theme for the National President's Challenge 2008 is "A Healthier Nation: It's Everyone's Challenge."

"On behalf of our club members, IHRSA is very proud to join the President's Council on Physical Fitness and Sports for the National President's Challenge," said Joe Moore, IHRSA's President and CEO. "President Bush, the President's Council Members and Acting Surgeon General Galson are to be commended for their leadership to get America moving," continued Moore. "Physical activity is a critical component in helping America improve its health. It's also an important step as we change our health care system from one that treats us when we get sick to a system that works to keep us healthy, as well as prevent the onset of disease," said Moore.

The National President's Challenge kicks off March 20 and ends May 15. Participants can register for the Challenge between March 1 and April 3 for free at www.presidentschallenge.org. Participants can join as an individual or create a group with friends, family, co-workers and students.

The health club industry is poised to step up to the challenge of physical inactivity that pervades the nation, and the President's Challenge provides such an opportunity for clubs- ready-made, adaptable and flexible programming for clubs interested in increasing member usage rates.

In addition to the President's Challenge, IHRSA also supports two federal physical activity bills: The WHIP Act, which would eliminate the tax on certain employee fitness benefits; and The PHIT Act, which would allow Americans to pay for health club services with pre-tax dollars.

IHRSA is a not-for-profit trade association representing health and fitness facilities, gyms, spas, sports clubs, and suppliers worldwide. IHRSA supports the President's Challenge and is committed to taking a leadership role in promoting exercise and healthy living. IHRSA supports effective national initiatives to promote more active lifestyles for all Americans, which is critical in the battle against obesity and disease.

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