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**Olympic Gold Medalist Answers the Ultimate Question:  
How Do You Raise Your Game?**

*SACRAMENTO, CA* Bonnie Blair was named one of the century's five best female athletes by Sport Magazine and 1994 Sportswoman of the Year by Sports Illustrated for her athletic performances and world records. Yet, it remains to be told how she accomplished the feat of winning more gold medals than any other winter Olympian in history. How did she raise her game, consistently getting faster, and smashing her own world records for three straight Olympic Games? Blair answers these questions in her keynote presentation on Sunday, October 3<sup>rd</sup> as the finale speaker at the third annual Heart Zones International Education and Fitness Training Conference, held in Naperville, Illinois, 30 miles east of Chicago.

In addition, Carl Foster, Ph.D., the President of the American College of Sports Medicine (ACSM) is presenting a Keynote on Saturday titled "The Secrets of Training". Dr. Foster leads the most prestigious research and medical organization in the world, the ACSM, and is regarded internationally as one of the few world experts on training methodologies that lead to world-record performances.

The 3-day Heart Zones conference includes educational events and workouts for all levels – from beginners to those on the professional level. The conference also includes 10 different advanced-training certifications, three levels of seminars, 14 unique workshops, 15 different workouts, and is lead by 23 faculty members who are experts in their fields.

Anyone who wants to achieve optimum health can and should attend the Heart Zones conference, including educators, healthcare workers, fitness enthusiasts, athletes, coaches, and fitness professionals. This is an opportunity to learn the latest in fitness training and technology, applied to living a healthy life today. All participants are given a heart rate monitor or a speed and distance monitor to use throughout the conference, as they experience ways to get healthier and happier.

The kick-off event of the conference is a Town Meeting on "Emotional Fitness in the World Today," on Friday, October 1<sup>st</sup> at North Central College. The event is free to the public and features a panel of experts including Dr. Dan Rudd, Ph. D. psychoneuroimmunologist and author of the just-released book *Health in a Heartbeat*; Sally Edwards, professional triathlete, founder of Heart Zones, and author of over 20 books on health and fitness; and Carl Foster, Ph. D., author of *Physiological Assessment of Human Fitness*.

For more information on Bonnie Blair's presentation and the 3-day Heart Zones International Education and Fitness Training Conference on October 1-3, including details on curriculum, faculty, times, and fees, go to <http://www.heartzones.com> or contact Kathy Kent, President, Heart Zones Cycling. Conference brochures are available by e-mail request to "staff@heartzone.com".

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**About Heart Zones.** Heart Zones is the world leader in training and education programs using the heart and the heart rate monitor. Since 1994, the company has been developing programs, educational events, publishing books for schools, athletes, weight management, cycling, and personal training applications.

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