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## **Designer Fitness owner Darla O'Brien Receives IDEA World Challenge Award**

FOR IMMEDIATE RELEASE

Darla O'Brien, owner of [Designer Fitness](http://DesignerFitness.com), was honored at the 2011 IDEA World Fitness Convention™ in Los Angeles with a Fitness Challenge Award.

As a Challenge Award recipient, O'Brien was presented with a medal and special recognition at the convention, which was attended by over 5,000 fitness experts from 52 countries. She was also granted substantial opportunities to meet with the convention's celebrity presenters, including Elaine LaLanne, who was given an award honoring her late husband, Jack; Dr. Daniel Amen, author of "Change Your Brain, Change Your Life"; Apolo Ohno, eight-time Olympic medal winning speed skater; and Louis Van Amstel from "Dancing with the Stars."

O'Brien will appear with other Challenge award winners in "IDEA Fitness Journal."

Darla O'Brien has more than 25 years' experience as a fitness professional. She opened Designer Fitness studio in Sarasota in 1989. O'Brien developed the ME System™, a unique and individualized approach to achieving balance and fitness by engaging mind and body to make everyday movement a workout. Designer Fitness clients include professional athletes, physicians, celebrities and fellow trainers.

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[Designer Fitness](http://DesignerFitness.com) provides individually customized fitness workout sessions and plans for success. Opened by Darla O'Brien in 1989, in Sarasota, Florida, *Designer Fitness* focuses on correcting muscular and structural imbalances to improve overall fitness and physical function. It is the first provider of the ME System™, an exclusive approach to engaging the mind and body to achieve extraordinary balance and to turn everyday movement into a muscle-building, fat-burning workout.

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