Our Mission

As a leading nonprofit with a mission to get people moving, we believe in the power of movement to bring families, communities and co-workers together. In 2017, we unveiled a refreshed brand, and we introduced our new logo, the Mover.

THE MOVER

The Mover expresses our passion for physical movement, as well as our commitment to providing exceptional educational resources, both to the public and to exercise professionals and health coaches. Our goal is that everyone, everywhere who can benefit from safe and effective physical activity has the opportunity to do so.

Our Vision

To be the leading nonprofit advocate for achieving health through physical activity and other lifestyle changes by providing accessible NCCA-accredited certifications and scientifically rooted education to fitness professionals and health enthusiasts to significantly impact preventable, inactivity-related lifestyle diseases by 2035.
Educating and Certifying Our Professionals

Our goal is to empower exercise professionals and health coaches to make a lasting impact. That’s why we offer four certification programs accredited by the National Commission for Certifying Agencies (NCCA)—considered the gold standard when it comes to accreditation of programs that certify professionals in healthcare, fitness, wellness and other occupations. To keep our certified professionals up-to-date on best practices and new research, we also offer a variety of continuing education courses, specialist programs and workshops.

PERSONAL TRAINERS

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>+20.2%</td>
</tr>
</tbody>
</table>

Total number of exercise professionals and health coaches currently certified by ACE

HEALTH COACHES

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>+19.5%</td>
</tr>
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</table>

GROUP FITNESS INSTRUCTORS

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>+25.6%</td>
</tr>
</tbody>
</table>

Estimated number of client sessions conducted by ACE Certified Personal Trainers*

MEDICAL EXERCISE SPECIALISTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>+0%</td>
</tr>
</tbody>
</table>

Estimated number of classes led by ACE Certified Group Fitness Instructors*

*Figures based on number of personal trainers or group fitness instructors and the average number of client sessions and classes per week. Averages are based on survey data collected from ACE Certified Professionals.

Moving the Public

Online tools

ACE Healthy Living Blog provides science-based, consumer-friendly information and resources on safe and effective ways to get moving and live a healthy lifestyle.

Increasing activity through social media

ACE’s most engaging social media post of 2017 was a video discussing results from an ACE-sponsored study investigating if Zumba Gold met current guidelines for improving and maintaining cardiorespiratory fitness for active agers. The post reached 218,593 individuals and generated 3,323 reactions, comments and shares. The video drew over 94,000 views.

Reaching the public through media relations

In 2017, ACE consultant Daniel Green became a regular contributor to the website NBC Better to share his journey of following the Federal Physical Activity and Dietary Guidelines. With nearly 10 million new visitors each month, NBC offers an ideal platform for Daniel to share his journey.

ACE Healthy Living Blog

<table>
<thead>
<tr>
<th>Visits</th>
<th>Unique visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,844,122</td>
<td>5,399,637</td>
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</table>

Social Media Followers

<table>
<thead>
<tr>
<th>Platform</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>67,000</td>
</tr>
<tr>
<td>Facebook</td>
<td>260,000</td>
</tr>
<tr>
<td>Instagram</td>
<td>31,000</td>
</tr>
<tr>
<td>Pinterest</td>
<td>12,000</td>
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<tr>
<td>Linkedin</td>
<td>21,000</td>
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</table>

Media Coverage

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>518</td>
<td>Unique stories that ran 4,577 times</td>
</tr>
<tr>
<td>6.7 BILLION</td>
<td>Impressions globally</td>
</tr>
</tbody>
</table>
Advocacy
ACE supports policy initiatives that create safe, affordable and accessible high-quality physical activity opportunities for all.

In Washington, D.C.
In 2017, ACE tracked and took action on physical activity-related legislation. Special focus was placed on utilization of the tax code to incentivize participation in regular physical activity as well as the creation of opportunities for well-qualified exercise professionals and health coaches in the healthcare continuum.

In State Capitols
In 2017, we monitored and advocated for state legislative initiatives across the country that promoted physical activity, including but not limited to, physical activity in schools and communities, obesity prevention, modifications to the built environment that encourage active transportation, and incentivizing physical activity for worksites and taxpayers.

From Exercise Professional to Advocate
ACE engaged exercise professionals and health coaches in our advocacy efforts to encourage them to become effective advocates for themselves and their communities. ACE conducted three policy round table discussions with ACE professionals across the country—discussing key policy issues, current legislation with the potential to impact the profession and the tools and resources available to them.

Congressional Fitness Challenge
During the 2nd annual ACE Congressional Fitness Challenge, more than 300 staffers and members of Congress engaged in a 6-week physical activity challenge and collectively walked 50,584,562 steps, or almost 10 times from Capitol Hill to ACE Headquarters in San Diego. Team Cartwright (D-PA-17) was the first-place winner, with the team averaging 424,960 steps per person.

Collaboration with Like-Minded Organizations
ACE actively serves on several coalitions that share key focus areas, such as:
- CDC Physical Activity Partnership
- PHIT Act Coalition
- National Coalition for Promoting Physical Activity
- Campaign to End Obesity Action Fund
- Obesity Care Advocacy Network

Advancing Standards for the Profession
As part of ACE’s commitment to advance the profession and broader fitness industry in preparation for a more formal role in preventive health, ACE advocated for well-qualified exercise professionals and health coaches to be recognized as leaders in the fight against physical inactivity. ACE served on boards and committees that improve the quality of education, credentialing and workplaces for the exercise professional, including:
- National Commission for Certifying Agencies (NCCA)
- Medical Fitness Association Certification Committee
- Coalition for the Registration of Exercise Professionals (CREP)
- International Confederation of Registers for Exercise Professionals (ICREPs)
- Committee on Accreditation for the Exercise Sciences (subcommittee of the Commission on Accreditation of Allied Health Education Programs)

Advocacy Social Media
An ACE open letter to the 115th Congress reached nearly 89K people and generated 1,448 comments, reactions and shares; and an ACE infographic on the PHIT Act reached 69K people and generated 919 comments, reactions and shares. A first-ever ACE Advocacy Twitter chat, in collaboration with the Alliance for a Healthier Generation, on efforts to get kids moving reached 250K people.

Science and Research
Through its Scientific Advisory Panel, composed of experts from the fields of exercise science, sports medicine, psychology, nutrition and fitness, ACE evaluated current research and reviewed high-profile products and trends on a wide range of topics and published several ACE-commissioned studies to evaluate a variety of exercise programs and products, including:

- Optimal exercise program frequency, intensity and time (FIT)
- Optimal FIT to offset sedentary behavior
- Health benefits of training in a sauna suit
- Zumba Gold
- Classroom-based exercise videos for kids
- Performance training benefits of the sauna suit
- Validity of the talk test
- ACE IFT model enhances training effectiveness

The Numbers

<table>
<thead>
<tr>
<th></th>
<th>41</th>
<th>185</th>
</tr>
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<tbody>
<tr>
<td>Federal pieces of legislation tracked</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State pieces of legislation tracked</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comments written and submitted on active legislation and regulatory issues</td>
<td>424</td>
<td></td>
</tr>
<tr>
<td>Public officials and staffs briefed in person</td>
<td></td>
<td>43</td>
</tr>
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The Numbers

<table>
<thead>
<tr>
<th></th>
<th>27,751</th>
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<tbody>
<tr>
<td>Number of times ACE-sponsored research studies were viewed on ACEfitness.org</td>
<td></td>
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ACE in Healthcare

Through our development of educational offerings, science and research, community investment, partnerships and the Prescription for Activity Task Force, ACE pressed for exercise professionals and health coaches to play a more integral role in how our nation prevents and cares for costly chronic conditions.

Prescription for Activity Task Force

The ACE-convened Prescription for Activity (PfA) Task Force published a systems-change map and white paper that chart the course for how healthcare, working in concert with the communities it serves, can be mobilized to its full potential to help more Americans reach recommended physical-activity levels. The PfA Task Force is planning a 15-plus-year multi-sector implementation initiative to bring the recommended systems changes to life.

To learn more, visit www.prescriptionforactivity.org.

Key Health Partnerships

ACE leaders served on numerous national advisory panels and forged collaborative relationships with leading allied health and healthcare organizations, including:

- NATIONAL ACADEMY OF MEDICINE
- OA OSTEOARTHRITIS
- LMed LMTs
- HERO
- ICHWC
- MillionHearts
- MEDICALFITNESS

Community Engagement and Partnerships

Key community partnerships

ACE’s new Community Investment & Engagement (CIE) department partnered with community-based organizations to provide education, training, certification and other resources to create affordable, accessible, safe and effective physical-activity opportunities where they are needed most.

3 WINS FITNESS

ACE partnered with 3 WINS Fitness to expand free community-fitness programs in Los Angeles County, delivered by California State University, Northridge kinesiology students certified as ACE Group Fitness Instructors.

2-1-1 FOR HEALTHY KIDS

In collaboration with eight San Diego health organizations, ACE helped launch the 2-1-1 for Healthy Kids study to measure the effectiveness of ACE Health Coaches delivering a proactive, phone-based intervention designed to reduce childhood obesity in low-income families.

GIRLTREK

ACE supported GirlTrek, the largest public health nonprofit for African-American women and girls in the U.S., through ACE education and certification for Trekkers who lead physical-activity and healthy eating movements in communities across the nation.

SPORTS BACKERS

ACE partnered with Sports Backers of Richmond, VA, providing ACE education and certification to local Fitness Warriors who offer free group fitness classes in communities with high rates of chronic disease.

YMCA

YMCA healthy living professionals continued to enroll in the foundational courses developed by ACE in addition to investing their resources in ACE continuing education with an emphasis on senior fitness and nutrition.

Donations

Thanks to generous donations from individuals and organizations, ACE’s CIE initiative boosts community physical-activity efforts that lead to happy, healthy and fulfilling lives. Contact Donations@ACEfitness.org to learn more about our community initiatives or for information on how to donate.

Scholarships

The ACE Scholarship Program supports ACE’s efforts to eliminate the dual epidemics of obesity and inactivity by developing a diverse corps of exercise professionals and health coaches who are committed to working with specific populations that have a high need for physical-activity resources and expertise. ACE awarded two types of scholarships in 2017:

COMMUNITY EMPOWERMENT

The Community Empowerment Scholarship provides community organizations with education and credential opportunities to empower residents to offer affordable, accessible, safe and effective physical-activity opportunities in their communities.

SALUTE YOU

The Salute You Scholarship honors service members for their sacrifices and accomplishments, providing them with education and certification to help them launch careers as personal trainers.