



For Immediate Release:  
May 13, 2024

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**IDEA® World – “Jack LaLanne Jumping Jacks Challenge”:  
Honoring the LaLanne Family’s Legacy & Celebrating Elaine “La La” LaLanne’s 98<sup>th</sup> Birthday  
by Breaking the **World Record** for ‘Most People Performing Jumping Jacks Simultaneously’ – 7/12/24!**

In honor of “The Godfather of Fitness” [Jack LaLanne](#) and the LaLanne Family’s lifelong legacy of promoting good nutrition and physical activity (at any age); and in celebration of [Elaine LaLanne](#)’s (fitness icon Jack LaLanne’s wife of 51 years) recent 98<sup>th</sup> birthday; [all IDEA Health & Fitness World Convention](#) attendees – and thousands of LaLanne and fitness fans worldwide (via live streaming) -- will attempt to break the World Record for the “[Most People Performing Jumping Jacks Simultaneously!](#)”

Known as the “**Jack LaLanne Jumping Jacks Challenge**” (JLJC), and scheduled for Friday, July 12 at 1 pm PST, the world’s most famous, global fitness leaders, celebrities, and a projected 5,000+ people, will execute (1-98 depending on ability) Jumping Jacks en masse, worldwide, *at the same time*, celebrating Elaine “La La” LaLanne’s 98 years of inspiring lifelong health and wellness. The JLJC will also be a fundraiser for the [National Fitness Foundation](#), the official charity of the [President’s Council on Sports, Fitness & Nutrition](#). Jack LaLanne was an inaugural President’s Council Member and a NFF leader for many years.

To see **Elaine LaLanne’s JLJC Video Invitation**: <https://bit.ly/ElaineJLJCInvite>.

“Our entire LaLanne Family is thrilled that the IDEA Health & Fitness Association, and worldwide fitness community, wants to celebrate Jack’s legacy by breaking the world ‘Jumping Jacks’ record,” states Elaine LaLanne. “My husband Jack popularized ‘Jumping Jacks’ on ‘[The Jack LaLanne Show](#)’. And I’m sure Jack will be smiling down from Heaven when a whole new generation continues his mission, and favorite exercise, by setting a new Jumping Jacks world record. It’s going to be very fun, exciting and action-packed. I’m electrified, and hope everyone will join us in this worldwide effort!”

The JLJC participants are attempting to break the [world record of 2,251 people](#) set in Poland in 2018. To break and set a new world record, JLJC participants (registering via online: <https://bit.ly/IDEAJLJC> - or on-site) will converge at the [IDEA World Health & Nutrition Expo](#) in the Los Angeles Convention Center’s West Hall at 1 pm PST on Friday, July 12, 2024. While many of the participants will be 2024 IDEA® World Convention attendees, the IDEA Health and Fitness Association (IDEA) is offering a substantially reduced \$5 IDEA Expo Pass; allowing anyone to join the LaLanne Family and fitness celebrities in LA to set the record.

For those JLJC participants unable to attend the LA event, the JLJC will be live streamed worldwide. All virtual participants will be counted in the record if they register online via: <https://bit.ly/JumpingJackChallenge>; log in and jump simultaneously with the other JLJC participants on July 12; and then upload a video that is date- and time-stamped (demonstrating the simultaneous action, regardless of the participants’ time zone). Leaders estimate the overall JLJC participation will swell to at least 5,000 people!

In addition to celebrating Elaine’s birthday and the LaLanne Family’s legacy, the JLJC will be an opportunity to update all on the LaLanne Family’s and Actor/Producer [Mark Wahlberg’s](#) partnership/co-production of an upcoming [Documentary and Feature Film](#) about Jack LaLanne’s Life and Career.

“We are so excited and honored to host Elaine LaLanne along with fitness celebrities, previous award recipients, and many of the most reputable health and wellness leaders at ‘2024 IDEA® World’ for the ‘Jack LaLanne Jumping Jacks Challenge,’” states Amy Boone Thompson, CEO of IDEA. “IDEA has been a LaLanne Family partner for many years; and proudly presents the ‘IDEA Jack LaLanne Award’ annually at ‘IDEA World.’ This year to be renamed as the ‘Jack & Elaine LaLanne Award’ recognizing individuals who have used their celebrity status to reach and move millions of people to healthier lifestyles.”

Thompson continued, “This year, IDEA World attendees (along with people from all over the globe) will attempt to set a new world record for the ‘Most People Performing Jumping Jacks Simultaneously’ in honor of the ‘First Lady of Fitness’ Elaine LaLanne. We were thrilled with the chance to host the event. In fact, we reduced the cost of our IDEA World Health & Nutrition Expo passes to only \$5, so that anyone that wishes to participate can join us in L.A.! We invite everyone to jump on board and help us make history together!”

To register and participate in the JLJC event in LA: <https://bit.ly/IDEAJLJC>; to register and participate via live streaming: <https://bit.ly/JumpingJackChallenge>. For further information: <https://jacklanne.com/> and <https://www.ideafit.com/>.