NATIONAL ACADEMY OF SPORTS MEDICINE

Media FAQ

Background information, key facts and media resources

A resource for journalists, editors, producers and media partners seeking information about NASM, its programs and its experts.

NASM AT A GLANCE

ESTABLISHED **1987**	GLOBAL REACH **100+ countries**
EDUCATION NETWORK **500+ education partners**	INDUSTRY FOOTPRINT **14,000+ gyms**
FLAGSHIP CREDENTIAL **NASM Certified Personal Trainer**	ACCREDITATION **NASM-CPT continuously NCCA-accredited since 2005**
TRAINING SYSTEM **Optimum Performance Training™ model**	EXPERTISE **~40 years (since 1987)**

MEDIA CONTACT

FINN Partners
nasm@finnpartners.com

Visit the NASM Press Room

ABOUT NASM

What is NASM?

The National Academy of Sports Medicine (NASM®) is a global leader in evidence-based learning and certifications for fitness and wellness professionals. Building on nearly 40 years of expertise, NASM develops programs that help professionals build the knowledge and skills to support better physical and mental performance in athletics and everyday life.

What does NASM offer?

NASM provides certifications and continuing education for fitness and wellness professionals. Its portfolio includes the Certified Personal Trainer (NASM-CPT) certification and education in nutrition, performance, corrective exercise, wellness and other specialized areas of practice. NASM combines evidence-based content with practical tools intended to help professionals apply what they learn in real-world settings.

When was NASM founded?

NASM was established in 1987.

What distinguishes NASM's approach?

NASM's approach is grounded in evidence-based practice and designed to connect science with practical application. Its education is informed by subject-matter expertise, learning and instructional design, and resources that help learners understand, retain and apply information. NASM also developed the proprietary Optimum Performance Training™ (OPT™) model.

What is the NASM OPT Model?

The Optimum Performance Training™ model is NASM's proprietary training system. It provides a systematic framework for designing integrated training programs and serves as a foundation of NASM education.

Is the NASM Certified Personal Trainer certification accredited?

Yes. The NASM-CPT certification program has maintained continuous accreditation from the National Commission for Certifying Agencies (NCCA) since 2005. NCCA accreditation applies to the NASM-CPT certification program, not to the CPT course or preparation materials.

How widely is NASM used?

NASM serves learners and professionals in more than 100 countries and works with more than 500 education partners and 14,000 gyms. NASM-credentialed professionals also work across elite professional sports. Current NASM data indicates that every NBA, NFL, MLB and MLS team has at least one NASM-credentialed professional on staff.

RESEARCH AND EXPERTISE

Does NASM conduct original research?

Yes. NASM conducts and publishes research on the fitness profession and emerging health and wellness trends. NASM research is used to help the industry understand how professionals work, how client needs are changing, and how developments such as artificial intelligence, longevity and GLP-1 medications are affecting fitness and wellness.

2026 State of the Personal Trainer report can be found here.

What topics can NASM experts address?

NASM can connect media with experts in personal training, strength and performance, nutrition, behavior change, corrective exercise, recovery, healthy aging and longevity, GLP-1 medications, fitness careers and professional standards, artificial intelligence and technology, and fitness industry and workforce trends.

MEDIA RESOURCES

Can journalists interview NASM experts?

Yes. NASM works with journalists seeking expert commentary, interviews, data and background on fitness, wellness, nutrition and industry trends. Contact FINN Partners at nasm@finnpartners.com with the outlet, topic, deadline and format of the request.

Where can journalists find NASM news and announcements?

Press releases, company news and media resources are available in the NASM Press Room.

Where is NASM headquartered?

NASM is based in Gilbert, Arizona.

OFFICIAL BOILERPLATE

ABOUT NASM

NASM® is a global leader in evidence-based learning and certifications for fitness and wellness professionals. Building on over 35 years of expertise, NASM programs create a roadmap for fitness and wellness professionals to help their clients achieve better physical and mental performance in athletics and everyday life. NASM provides an industry-first training system, with the Optimum Performance Training (OPT™) model, creating robust courses and content based solely on science-backed research. Learn more at www.nasm.org or follow NASM on Instagram, LinkedIn or TikTok.

Media contact

FINN Partners | nasm@finnpartners.com

Facts and figures are current as of November 2026 and may be updated as NASM publishes new company information.