

August 29, 2013



Life Time Athleta Esprit de She Race Series Returns to Minnesota on September 19 for a 5K and 10K Run in Maple Grove

All-women's event features post-race rendezvous including champagne bubbly bar; Supports and celebrates Girls on the Run Spirit Day

Life Time Fitness (NYSE:LTM):

WHAT: On Thursday, September 19, [Life Time Athleta Esprit de She](#), the nation's premiere athletic event series designed exclusively for women by [Life Time – The Healthy Way of Life CompanySM](#), will return to Minnesota with a 5K and 10K. The Athleta Esprit de She Maple Grove follows the success of Athleta Esprit de She 50th & France and Athleta Esprit de She Lakeville Duathlon which drew more than 1,700 women participants.

To gear up for the event, Athleta Esprit de She will host a free Ladies' Night Concert on Sept. 10 from 6 p.m. to 7 p.m. at [The Shoppes at Arbor Lakes](#) fountain featuring a performance by [Keri Noble](#).

Athleta Esprit de She has also partnered with [Girls on the Run](#) as the series national charity partner. Girls on the Run is an organization that inspires girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running. Race participants have the opportunity to make a donation to Girls on the Run in one of three ways: 1) [donate now](#), 2) donate as part of the registration process, or 3) become a "SoleMate" for the local council, [Girls on the Run Twin Cities](#). On Sept. 19, Girls on the Run will celebrate Spirit Day to highlight the beautiful, unique and empowered spirit that Girls on the Run brings out in all of us.

To see highlights from Athleta Esprit de She 50th & France events visit http://youtu.be/GeelPG_ohhc.

WHEN: **September 7**
8 a.m. – 11 a.m. Race Smart. Look the Part. Join Performance Stylists at the [Athleta store in the Mall of America](#) for a rundown on preparing for the race. Race smart with performance outfitting tips and tricks, and look the part with a chance to win a new Athleta outfit for race day.

September 10
6 p.m. – 7 p.m. Free Ladies' Night Concert at The Shoppes at Arbor Lakes fountain featuring Keri Noble

September 17 & 18
Packet pickup at the Athleta store in the Mall of America
10 a.m. – 12 p.m. (Sept. 17)
6 p.m. – 9 p.m. (Sept. 18)

September 19 - Event Day!
4 p.m. – 6:15 p.m. Day-of registration and packet pickup
6:30 p.m. Race begins
6:30 p.m. – 9 p.m. Post-race rendezvous and night market

September 28
A Toast to You at the Athleta store in the Mall of America. Celebrate the race with family and friends at this special event featuring mini-massages and cool refreshments.

WHERE: Main Street Maple Grove between [Weaver Lake Road and Elm Creek Blvd.](#), northeast of where I-94 heads north out of the cities.

ABOUT ATHLETA ESPRIT DE SHE: Athleta Esprit de She features a signature post-race rendezvous complete with bubbly bar, tasty tapas and energetic tunes while browsing a community night market showcasing fresh produce, local artisans, creative projects and more. To complement the fun event experience, participants will receive a gray custom designed, tri-blend lifestyle tank as well as a stylishly functional race bag to use while shopping the post-race night market.

REGISTRATION: For more information including registration and course information visit EspritdeShe.com, the official website of The Spirit of Her Race Series. Athleta Esprit de She also can be found on Twitter by following [@EspritdeShe](https://twitter.com/EspritdeShe) and by liking the [Esprit de She Facebook page](https://www.facebook.com/EspritdeShe).

VISUALS/INTERVIEWS:

Visuals include course tours, visuals of female participants in the 5K, post-race rendezvous and market including bubbly bar and beauty bar. Interviews can be arranged with Esprit de She National Brand Manager Lindsey Kurhajetz, Girls on the Run, as well as participants.

*** MEDIA NOTE: For on-site media credentials, please contact Lauren Flinn at 952.229.7776 (office) or 919.302.3789 (cell) or by email at lflinn@lifetimefitness.com.**

About Life Time Fitness, Inc.

As The Healthy Way of Life Company, Life Time Fitness (NYSE:LTM) helps organizations, communities and individuals achieve their total health objectives, athletic aspirations and fitness goals by engaging in their areas of interest – or discovering new passions – both inside and outside of Life Time’s distinctive and large sports, professional fitness, family recreation and spa destinations, most of which operate 24 hours a day, seven days a week. The Company’s Healthy Way of Life approach enables customers to achieve this by providing the best programs, people and places of uncompromising quality and value. As of August 29, 2013, the Company operated 106 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

About Athleta

Athleta is a premium fitness and lifestyle brand for women, outfitting female athletes in the ultimate performance apparel for every athletic pursuit, from yoga and pilates to running, swimming and biking and everything in between. Athleta’s mission is to celebrate and inspire women athletes of all levels while delivering beautiful, high-quality, performance products designed by female athletes for female athletes. Athleta sells its products through stores nationwide, its website, www.athleta.com, and in its catalog. Headquartered in Petaluma, CA, Athleta was acquired by Gap Inc. (NYSE: GPS) in September 2008 and is part of the Growth, Innovation & Digital division.

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Source: Life Time Fitness, Inc.