

December 16, 2013



Thousands of Minnesotans to Commit to Live Healthier, More Active Lives in 2014 at Commitment Day 5K Fun Walk/Run

Life Time Fitness (NYSE:LTM):

WHAT: Thousands will lace up their sneakers in Minneapolis on January 1, declaring their commitments to living healthy, active lives in 2014 as part of a 35 city Commitment Day 5K fun walk/run event.

[Commitment Day](#), a broad social movement created by [Life Time – The Healthy Way of Life Company](#) in 2013, will kick off its second year with tens of thousands across the nation committing to healthy eating, exercise, family, respect, giving and a healthy planet in 2014.

Commitment Day Minneapolis includes an expo at The Depot in the Winter Garden and Great Hall Rooms. Participants will also have access to ice skating at The Depot as well as post race nutrition and refreshments.

For more information or to register, visit Commitmentday.com/minneapolis/.

WHEN: January 1, 2014
10 a.m.

WHERE: Commitment Day Minneapolis

The Depot- Course begins on S 2nd St at 5th Ave S and heads toward 2nd Ave S. Take a right on 2nd Ave S. then a left on 1st St. S. Follow 1st St S. as it turns into 1st St. N. Then take a right on N. 4th Ave. followed by a right on W. River Pkwy. Continue on W. River Pkwy until 13th Ave S, take a right on 13th Ave S. Finally take a right on 2nd St. S and follow to the start/finish line.

STORY IDEAS: Story angles leading up to Commitment Day include:

- Human interest – connect with us to learn more about how people in your community have committed to losing hundreds of pounds, overcoming MS, combating autism and more.
- Couch to 5K – a healthier life starts with a single step in the right direction
- How to prep for Commitment Day
- How to make and keep a New Year's Commitment
- New Year, New You

Story angles day-of include:

- Thousands in the community toeing the start line to a healthier life
 - Human interest – why they battled the cold to complete the Jan. 1 5K walk/run event
 - Starting new traditions for you and your family
 - Most common New Year's Commitments – poll the crowd to hear what people are committing to in 2014
 - New Year, New You
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Source: Life Time Fitness