

December 16, 2013



Thousands of Phoenix Residents 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 Phoenix 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.

For more information or to register, visit www.commitmentday.com/scottsdale.

WHEN: January 1, 2014
10:30 a.m.

WHERE: Commitment Day Phoenix

The 3.1-mile course starts and finishes at the Scottsdale Civic Center. Runners start heading east toward the greenbelt on the street. Once on the greenbelt, runners will head north on the sidewalk toward the lake, making a loop around the lake and heading back to the sidewalk toward Indian School. Runners then follow the sidewalk south along Hayden until Osborne, heading west on the sidewalk on Osborne toward Drinkwater Blvd. Runners take a right on Drinkwater Blvd. and run past the stadium, under the bridge and back up to turn right on First Ave. Another right on 75th brings runners to the finish line.

STORY Story angles leading up to Commitment Day include:

IDEAS:

- 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:

- Hundreds in the community toeing the start line to a healthier life
 - Human interest – inspirational stories of those completing 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