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# Life Time Launches New Cycling Challenge with Life Time Gran Fondo California

***An Official Gran Fondo Ride of The Amgen Tour of California, Registration Proceeds to Benefit Amgen's Breakaway from Cancer® Charitable Partners***

CHANHASSEN, Minn.--(BUSINESS WIRE)-- Further demonstrating its commitment to the sport of cycling on a national level, [Life Time Fitness, Inc.](#) (NYSE: LTM), The Healthy Way of Life Company, has announced registration is open for its newest event, the Life Time Gran Fondo California.

Taking place May 12 in Santa Rosa, and winding through the scenic countryside of Sonoma County, Life Time Gran Fondo California is an official Gran Fondo Ride of the Amgen Tour of California. The event will feature three different course levels, ranging from a 15-mile ride to a 62-mile ride, and will include a new team component. Registration proceeds will benefit Amgen's *Breakaway from Cancer*® charitable partners.

"We are excited to bring the unique challenge of riding a portion of the 2012 Amgen Tour of California route to amateurs," said David Janowiec, global brand manager, Life Time Athletic Events. "The courses are amazing and the new team elements we've included in this ride really separate it from other challenge rides currently being offered. Our event creates an opportunity for more camaraderie and a ton of fun! Whether you're an experienced rider or someone who has never participated in a bicycle tour, our three unique courses offer up the experience of a lifetime for any rider."

The event will feature pro guest riders Rahsaan Bahati - 2012 London Olympic Games U.S. team member and six-time U.S. National Champion; Freddie Rodriguez (Fast Freddie) – three-time U.S. National Road Champion and Giro d'Italia stage winner; and the Exergy Twenty12 Pro women's team.

Created to meet the growing interest in multi-distance rides for cyclists of all skill levels, the inaugural event features a 15-mile family and friends ride for those interested in experiencing the Amgen Tour of California. Cyclists geared towards a pro-like challenge can take advantage of the 31- and 62-mile course distances, which include a unique option for creating teams and also hold three timed challenge legs.

"We continue to see a growth in interest for these types of mass participation rides tied to our race, which is great," said Kristin Bachochin, executive director of the Amgen Tour of California and senior vice president, AEG Sports. "We think it demonstrates the true passion people have for the sport of cycling, and we're pleased to offer such a unique experience. With the three different levels of races, everyone from the dedicated cyclist to families can participate."

All participants will receive access to the Fondo Festival, featuring food, an awards ceremony and live music. In addition, riders will receive complimentary entrance to the Life Time Gran Fondo party happening later that evening.

For more information, including registration, visit [www.ltgranfondo.com](http://www.ltgranfondo.com) or 'like' us on Facebook at [www.facebook.com/LifeTimeGranFondo](http://www.facebook.com/LifeTimeGranFondo).

### **About Amgen Tour of California**

The largest cycling event in America, the 2012 Amgen Tour of California is a Tour de France-style cycling road race, presented by AEG that challenges the world's top professional cycling teams to compete along a demanding course from May 13-20, 2012. In a 2011 poll conducted by [CyclingNews.com](http://CyclingNews.com), the Amgen Tour of California was voted the fourth best race in the world, and the No. 1 race in America.

### **About *Breakaway from Cancer*®**

Founded in 2005 by Amgen, *Breakaway from Cancer*® is a national initiative to increase awareness of important resources available to people affected by cancer – from prevention through survivorship. *Breakaway from Cancer* is a collaboration between Amgen and four nonprofit partner organizations: Prevent Cancer Foundation, Cancer Support Community (formerly known as The Wellness Community), Patient Advocate Foundation, and National Coalition for Cancer Survivorship. These organizations offer a broad range of support services complementing those provided by a patient's team of healthcare professionals. For more information, please visit [www.breakawayfromcancer.com](http://www.breakawayfromcancer.com) or follow us @BreakawayCancer on Twitter.

### **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 exceptional quality and value. As of March 17, 2012, the Company operated 96 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC<sup>(SM)</sup> brands in the United States and Canada. Life Time also operated seven additional acquired facilities, which are in transition to become Life Time centers. More information about Life Time centers, programs and services is available at [lifetimefitness.com](http://lifetimefitness.com).

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