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Life Time Athletic Events Kicks off 2013 Event Season

CHANHASSEN, Minn.--(BUSINESS WIRE)-- [Life Time Athletic Events](#), the premiere endurance event division of [Life Time – The Healthy Way of Life Company](#) (NYSE:LTM) serving more than 100,000 athletes from around the world annually, kicked off its 2013 event season with record attendance at its first three events. Life Time Athletic Events will produce more than 100 events through its 17 athletic brands now through December including the premiere of its newest race series, Athleta Esprit de She on May 5.

The 2013 event season kicked off with the inaugural [Torchlight Phoenix](#). On March 23, this Life Time Athletic Events fun run and legendary post-race party made its Phoenix debut. The run event originated in Minneapolis and looks to expand as a premier 5K fun run and party nationwide.

On April 7, the [Nautica South Beach Triathlon](#) kicked off the Life Time Tri Series and took Miami by storm with a sold-out event and more than 3,000 athletes competing. Pro Ben Collins took the lead in the Men's Pro Division and Helle Frederiksen placed first in the Female Pro Division. The next event in the Life Time Tri Series is the [Life Time Tri CapTex](#) on May 27 in Austin, TX.

The first Leadville Qualifying Series event of the season, the [Austin Rattler](#) set a new record for attendance with a near 50% increase in participation. The 100K mountain bike race also qualified 102 people for the legendary [Leadville Trail 100 MTB](#) race in August.

Rated one of the most anticipated new races for 2013 by *Triathlete Magazine*, the [LeadmanTri Marquee 125](#) took place at Tempe Beach Park and set the attendance record for participation over all Leadman events. The event also introduced Leadman Tri 125k belt buckle award, for finishers competing the race under the prescribed time limit. Alongside the LeadmanTri Marquee was the [Life Time Tri Marquee](#). The second event in the Life Time Tri Series, the Life Time Tri Marquee made its debut with more than 700 participants. The event featured sprint and international distance events, serving first-time triathletes to seasoned pros. Australian brother-sister duo, James Seear and Maxine Seear claimed victories in the male and female international distances.

Life Time Athletic Events will unveil its newest event series, [Athleta Esprit de She – The Spirit of Her Race Series](#) in Tempe on May 5 with a triathlon and duathlon. The Athleta Esprit de She Race Series features 18 fitness-inspired “happy hour” 5K and 10K runs, cycle tours, duathlons and triathlons for every pace and passion.

To learn more about Life Time Athletic Events or to register for one of the 70 events, visit [EventsbyLifeTime.com](#). Life Time Athletic Events can be found on Twitter by following @lifetimedfitness and by liking the [Life Time Athletic Events Facebook page](#).

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 May 1, 2013, the Company operated 106 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETICSM brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

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