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Ricky Rubio Offers First-Ever Training Experience For Youth Basketball Fans

Ricky Rubio and Ultimate Hoops launch Ricky Rubio Academy; Registration opens today

CHANHASSEN, Minn., April 28, 2016 /PRNewswire/ -- Ricky Rubio fans have an opportunity to spend time with and learn from one of the NBA's top point guards in Minnesota this June. The Ricky Rubio Academy is an exclusive 3-day basketball experience focused on leadership, community service and nutrition. Rubio, together with team from Ultimate Hoops, the one-of-a-kind recreational basketball league and skills training company within Life Time destinations across the country, today announced registration is open for this first-ever Academy.



Both boys and girls, ages of 9 to 17, are invited to have a one-on-one experience with Rubio and the Ultimate Hoops elite coaches and trainers, along with the opportunity to hear from a number of inspirational guest speakers June 10 through 12, 2016 at Life Time Athletic Target Center and Life Time Fitness Cross Town in Minnesota. The Ricky Rubio Academy aims to influence the participants and their families beyond the sport of basketball through Ricky's personal values of hard work, respect, togetherness, working for the greater good and making others better.

"I have hosted a basketball camp in my hometown of Barcelona for the past eight years, which has been focused on teamwork, education and nutrition along with basketball skills. I wanted to create a similar experience at home in Minnesota around the values that are most important to me," says Rubio. "On and off the court I try to make everyone around me better. The team at Ultimate Hoops also shares my values of togetherness, inclusion, hard work, respect, and working for the greater good. They are the perfect partner for the Ricky Rubio Academy."

As part of Rubio's community activism, the Ricky Rubio Academy will also host athletes from Special Olympics for a two-hour experience of unified basketball at Life Time Fitness Crosstown on Saturday, June 11. Participants will learn about inclusiveness, collaboration and teamwork.

"Our number one objective with Ultimate Hoops Training is to foster passion for the game while creating a fun and engaging environment that keeps players from retiring at an early age," said John Thomas, National Manager of Ultimate Hoops Training. "The opportunity to collaborate with Ricky Rubio and debut his Academy at Life Time fully aligns with our #NeverRetire mission as we develop a healthy way of life both on and off the court for today's youth."

For more information on the Ricky Rubio Academy, please visit www.uhlife.com/ricky-rubio-academy or contact John Thomas, National Manager of Ultimate Hoops Training at 612.486.3678 or jthomas2@lifetimefitness.com.

About the Academy

The Ricky Rubio Academy is an exclusive 3-day basketball experience with a focus on leadership, community service and nutrition. Boys & girls from the ages of 9-17 are invited to engage directly with Ricky and the Ultimate Hoops elite coaches and trainers along with the opportunity to hear from a number of inspirational guest speakers. Thanks to the collaboration with our partners and sponsors, our campers will receive a swag bag with apparel, food and other surprises to ensure they get the best experience during the Academy. All attendees who successfully complete the 3-day camp will receive an official certificate and a signed picture with Ricky. The Ricky Rubio Academy aims to impact the participants and their families beyond the sport of basketball through Ricky's personal values of: Hard work, Respect, Togetherness, Working for the Greater Good and Making Others Better.

For more information visit www.rickyrubioacademy.com.

About Ricky Rubio

Ricky Rubio was raised in Barcelona, Spain, where he became the youngest athlete ever to play in the Spanish ACB League at 14-years-old. Rubio made his Euroleague debut at the age of 16. Drafted with the fifth pick in the first round of the 2009 NBA draft by the Minnesota Timberwolves. Rubio joined the team for the 2011-12 NBA season, where he won the Western Conference Rookie of the Month. He was also selected to participate during the 2012 and 2014 NBA All Stars Event. Rubio's impact remains global, as he led the Spanish national team in the 2008 Olympic Basketball Tournament in Beijing, China. At the age of 17, Ricky became the youngest player to participate in an Olympic final game. Rubio's leadership on and off the court is displayed through his commitment to his fellow teammates. He is regarded as one of the best passers and defenders in the league and has consistently been ranked in the top five for assists and steals per game. Rubio represents the Adidas brand and is the first NBA athlete to partner with Ultimate Hoops.

About Ultimate Hoops

Ultimate Hoops delivers one-of-a-kind basketball leagues, skills trainings and education with a mission to inspire players to never retire from the game. Ultimate Hoops delivers its products in more than 100 Life Time destinations in 22 markets in North America. Since its start in 2006, Ultimate Hoops has become the largest national recreational basketball league

in the U.S. In 2014, Ultimate Hoops launched their basketball training products including private and small group training, and camps and clinics with plans to expand their services to 80 Life Time destinations by the end of 2016.

About Life TimeSM, The Healthy Way of Life Company

Life Time is a privately held, comprehensive health and lifestyle company that offers a personalized and scientific approach to long-term health and wellness. Through its portfolio of distinctive resort-like destinations, athletic events and corporate health services, the Healthy Way of Life Company helps members achieve their goals every day with the support of a team of dedicated professionals and an array of proprietary health assessments. As of April 28, 2016 the company operates 119 centers in 26 states and 35 major markets under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information is available at www.lifetimefitness.com.



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