

# MusiCares® Named Founding Charity Partner of Commitment Day Movement

Launching with Simultaneous Walk/Run Events in 30 Major US Cities on January 1, Inaugural Movement to Unite Americans with Commitment to Healthy, Active Lives Year Round

CHANHASSEN, Minn.--(BUSINESS WIRE)-- <u>Life Time Fitness, Inc., The Healthy Way of Life Company</u> (NYSE:<u>LTM</u>), today announced that <u>MusiCares</u>® has joined the <u>Commitment Day Movement</u> as a Founding Charity Partner.

Founded in 1989, The Recording Academy<sup>®</sup> established MusiCares to sustain music and its makers by providing a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, while also focusing the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community.

In keeping with its commitment to health and human services, MusiCares has joined with other Founding Charities, Corporate Partners and Ambassadors to raise awareness of <a href="Commitment Day">Commitment Day</a>, a 365-day movement designed to unite all Americans in making personal commitments to a healthier way of life. On January 1, 2013, hundreds of thousands of Americans will kick off the movement by participating in simultaneous 5K-walk/run events spanning 30 cities, symbolizing their stance and personal responsibility to make America healthier.

All Commitment Day registrants are invited to support MusiCares and the other Founding Charity Partners by making a donation in addition to their event registration fee or engaging in supplementary fundraising activities. Founding Charity Partners also will receive recognition and support in connection with the Commitment Day 365 movement during 2012 and 2013.

"With their unwavering commitment to the health and well being of the individuals who make up the large and growing music industry, we are honored to have MusiCares join the Commitment Day Movement," said Bahram Akradi, Chairman, President, CEO and Founder of Life Time. "The health of America is one of the most crucial issues facing our country, the weight and obesity epidemic now affects two-thirds of U.S. adults and the crippling financial burden of poor health affects us all. There is a solution and it starts with a commitment to healthy eating, exercise, family, giving, personal responsibility, and a healthy planet. Together with MusiCares and our other distinguished partners, we can change America for the better."

"Each and every day, we address tremendous demand for the range of services we provide — from emergency financial assistance to addiction recovery resources," said Neil Portnow, President/CEO of The Recording Academy and MusiCares. "Central to our efforts is the

promotion of well-being through our Healthy Essentials clinics and screenings that bring health care professionals and services to our clients within the creative community, so they may receive a full spectrum of primary and preventive treatments and services. We are proud to support the Commitment Day Movement as a natural extension of our long-held mission and look forward to the impact we can have in creating a healthier America."

With the launch of the Commitment Day Movement, all Americans are invited to share their personal pledges toward better health and wellness, and to become Commitment Day Founding Members at <a href="CommitmentDay.com">CommitmentDay.com</a>. Commitment Day events will occur simultaneously (11:00 a.m. ET, 10:00 a.m. CT, 9:00 a.m. MT and 8:00 a.m. PT) on January 1, 2013, in:

Atlanta Indianapolis Philadelphia Austin Kansas City Phoenix Chicago Las Vegas Raleigh Durham Cincinnati Los Angeles Salt Lake City Cleveland Memphis San Antonio Columbus Miami Seattle St. Louis Dallas Minneapolis Denver New Orleans Tulsa Detroit New York City Washington DC

Omaha

For additional information about Commitment Day 2013, please visit CommitmentDay.com.

### **About MusiCares**

Houston

Established in 1989 by The Recording Academy<sup>®</sup>, MusiCares<sup>®</sup> provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information, please visit <a href="www.musicares.org">www.musicares.org</a>. For breaking news and exclusive content, please like "MusiCares" on Facebook at <a href="www.facebook.com/musicares">www.facebook.com/musicares</a> and follow MusiCares on Twitter @MusiCares at <a href="www.twitter.com/musicares">www.twitter.com/musicares</a>.

#### **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 December 7, 2012, the Company operated 105 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC(SM) brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

Photos/Multimedia Gallery Available:

# http://www.businesswire.com/multimedia/home/20121207005419/en/

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Source: Life Time Fitness, Inc.