

December 12, 2012



# Philadelphia Among 35 Cities Nationwide to Host Commitment Day 2013

*Thousands expected for 5K run/walk event to commit to a healthy and active lifestyle for the New Year*

PHILADELPHIA--(BUSINESS WIRE)-- With the arrival of the holidays and New Year comes the perennial time when individuals consider making changes to lose weight, get fit and address any number of personal vices. Yet, as New Year's resolutions tend to fade away, many already will have reverted to old behaviors by February.

On January 1, 2013, Philadelphians will descend upon Fairmount Park for [Commitment Day](#), a 5K-run/walk event spanning 35 cities across the U.S. that will begin simultaneously with hundreds of thousands of participants across the country.

"In Philadelphia, our city is constantly ranked at the top of lists for being unhealthy and overweight and that needs to change," said Barbara McKeever, Race Director for Philadelphia. "Commitment Day is a fitness revolution to urge all Americans to commit to a healthy and active way of life. It will be a day of epic proportions as hundreds of thousands of individuals join together in support of healthy people, a healthy planet and a healthy way of life."

The goal of Commitment Day is to inspire Americans by creating a sustained, Healthy Way of Life movement that engages hundreds of thousands of participants, simultaneously, nationwide and to create a national dialogue.

"Our nation is at a breaking point with ever-rising obesity rates," said McKeever. "In Philadelphia alone, more than 66 percent of adults and 40 percent of children between ages six and 17 are overweight or obese. Now is the time for us to take action and start turning these numbers around."

All 5K runs/walk events on Commitment Day will occur simultaneously at 8 a.m. PST, 9 a.m. MST, 10 a.m. CST, and 11 a.m. EST. In Philadelphia, the walk/race will take place in Fairmount Park at 4700 States Dr. Registration will open at 9 a.m. EST and the 5K will begin at 11 a.m. EST. All participants will receive a Limited Edition Commitment Day t-shirt and a 2013 Commemorative Commitment Journal to help track their progress for living a healthy lifestyle throughout the year.

As an added incentive, Commitment Day participants are encouraged to fundraise on behalf of the Commitment Day Founding Charity Partners, including [Special Olympics](#), [MusiCares](#), [Folds of Honor](#) and the [Life Time Foundation](#).

For more information or to register as a Founding Member of the Commitment Day movement, visit [www.commitmentday.com](http://www.commitmentday.com).

**About Life Time**

As The Healthy Way of Life Company, Life Time Fitness (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 12, 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](http://lifetimefitness.com).

For Life Time Fitness  
Diana Torralvo, 215-893-4287  
[dtorralvo@bellevuepr.com](mailto:dtorralvo@bellevuepr.com)

Source: Life Time Fitness