

December 16, 2013



Hundreds of Austinites to Commit to Live Healthier, More Active Lives in 2014 at Commitment Day 5K Fun Walk/Run

Life Time Fitness (NYSE:LTM):

WHAT: Hundreds will lace up their sneakers in Austin on January 1, declaring their commitments to living healthy, active lives in 2014 as part of a 35 city Commitment Day 5K fun walk/run event.

[Commitment Day](#), a broad social movement created by [Life Time – The Healthy Way of Life Company](#) in 2013, will kick off its second year with tens of thousands across the nation committing to healthy eating, exercise, family, respect, giving and a healthy planet in 2014.

For more information or to register, visit www.commitmentday.com/austin.

WHEN: January 1, 2014
10 a.m.

WHERE: Commitment Day Austin
Palmer Event Center
900 Barton Springs Road
Austin, TX 78704

The 3.1-mile course starts at the Palmer Event Center circle, across from Auditorium Shores in beautiful downtown Austin. Participants start east on Riverside Drive, run north on S. 1st St. and then west on Cesar Chavez, winding around Lady Bird Lake and finishing back at the Palmer Event Center circle. The course is flat and accommodating to beginners and seasoned runners alike.

STORY IDEAS: Story angles leading up to Commitment Day include:

- Human interest – connect with us to learn more about how people in your community have committed to losing hundreds of pounds, overcoming MS, combating autism and more.
- Couch to 5K – a healthier life starts with a single step in the right direction
- How to prep for Commitment Day
- How to make and keep a New Year's Commitment
- New Year, New You

Story angles day-of include:

- Hundreds in the community toeing the start line to a healthier life
 - Human interest – inspirational stories of those completing the Jan. 1 5K walk/run event
 - Starting new traditions for you and your family
 - Most common New Year's Commitments – poll the crowd to hear what people are committing to in 2014
 - New Year, New You
-

Life Time Fitness
Lauren Flinn, 952-229-7776
lflinn@lifetimefitness.com

Source: Life Time Fitness