

December 16, 2013



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

Life Time Fitness (NYSE:LTM):

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**WHAT:** Hundreds will lace up their sneakers in Boca Raton 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/boca-raton](http://www.commitmentday.com/boca-raton).

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**WHEN:** January 1, 2014  
11 a.m.

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**WHERE:** Commitment Day Boca Raton

The 3.1 mile course will start at the entrance of the Arvida Park of Commerce on Yamato Road, heading up a beautiful shaded road in the form of a T shape. The race will end at [Life Time Athletic Boca Raton](#), where musicians and singers will rock runners to their core with upbeat jams.

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**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
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Source: Life Time Fitness