

December 16, 2013



Hundreds of Cleveland Residents 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 Cleveland 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.

The Cleveland event is an informal fun run hosted at [Life Time Fitness Beachwood](#). There is no entry fee for this event. Shirts will be available for purchase at the event.

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

WHEN: January 1, 2014
10 a.m.

WHERE: Commitment Day Cleveland

The course will start and finish at Life Time Fitness Beachwood.
3850 Richmond Road
Beachwood, OH 44122

STORY Story angles leading up to Commitment Day include:

IDEAS:

- 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 – why they battled the cold to complete 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

