

December 16, 2013



# Hundreds of San Francisco 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 throughout San Francisco 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/san-francisco](http://www.commitmentday.com/san-francisco).

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**WHEN:** January 1, 2014  
8:00 – 9:45 a.m. Packet pick-up and race day registration  
10:00 a.m. Race begins

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**WHERE:** Commitment Day will take place at Golden Gate Park, just inside Music Concourse Loop.

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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:

- Thousands in the community at the starting line to a healthier life
  - Human interest – temperatures 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