

December 16, 2013



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

Life Time Fitness (NYSE:LTM):

WHAT: Thousands will lace up their sneakers in Atlanta 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/atlanta.

WHEN: January 1, 2014
10 a.m.

WHERE: Commitment Day Atlanta
Piedmont Park
400 Park Drive NE
Atlanta, GA 30306

The course offers a scenic run through Piedmont Park and Midtown Atlanta neighborhoods, starting and finishing in Piedmont Park near the Park Drive entrance/exit.

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:

- Thousands 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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Life Time Fitness
Amy Henderson, 952-229-7721
ahenderson2@lifecyclefitness.com

Source: Life Time Fitness