

December 16, 2013



Thousands of Raleigh-Area Residents 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 throughout Raleigh 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/raleigh.

WHEN: January 1, 2014
8:00 – 9:45 a.m. Packet pick-up and race day registration
10:00 a.m. Race begins
11:00 a.m. Raffle and Awards

WHERE: Commitment Day Raleigh will start at Life Time Fitness located at 1700 Regency Parkway in Cary and finish just outside Koka Booth Amphitheatre. The 3.1 mile run will be flat, fast and scenic, and perfect for all ages and abilities.

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 – inspiring stories from Jan. 1 5K walk/run event participants
 - 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@lifetimefitness.com

Source: Life Time Fitness