

December 16, 2013



Thousands of Tulsa 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 in Tulsa 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/tulsa.

WHEN: January 1, 2014
10 a.m.

WHERE: Commitment Day Tulsa

The 3.1 mile course will start at Life Time Fitness South Tulsa (10642 S Memorial Drive Bixby, OK 74133). Participants will begin directly from the parking area and skirt around the entire beautiful Life Time facility. The course will then run north on South Memorial Drive, then head west on E 101st Street to the turn-around. This will be a flat out and back course and will finish back at Life Time Fitness directly across from the Finish Line Party inside the gym.

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 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