

December 16, 2013



# Thousands of Virginia Beach 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 Virginia Beach 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.

Unique to the Virginia beach event is the formalwear division. Commitment Day participants are invited to walk or run in their formalwear or pajamas from the night before and vie for overall male and female awards in this division.

For more information or to register, visit [www.commitmentday.com/virginia-beach](http://www.commitmentday.com/virginia-beach).

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**WHEN:** January 1, 2014  
10 a.m.

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**WHERE:** Commitment Day Virginia Beach

The race will start within Mount Trashmore Park and take a brief jaunt on South Boulevard and Edwin Drive before entering the park and finishing on paved trails within the park.

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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 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