

December 30, 2013



# Hundreds of Bentonville 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 in Bentonville 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/bentonville](http://www.commitmentday.com/bentonville).

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

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**WHERE:** Commitment Day Bentonville

The 3.1 mile course will start at the entrance to the Orchards Park parking area on the west side. Runners will travel west on John DeShields across "J" Street down Museum Drive to the entrance of Crystal Bridges then back up Museum Drive, across "J" Street heading east on John DeShields to MLK. Runner will continue south on MLK to the Memorial Park trail and stay on the trail around Memorial Park until it connects back to John DeShields at the intersection of MLK continuing west down John DeShields back to the start/finish line.

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**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:

- Hundreds 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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Source: Life Time Fitness