

December 19, 2014



Forget Resolutions! Life Time Athletic Des Moines Opens Doors to Everyone Ready to Make a Healthy Commitment Jan. 1 to 4

First-ever Des Moines Commitment Day Fun Walk/Run set for 10 a.m. on Jan. 1; Plus four day Commitment Festival offers entertaining and engaging events and workshops for all ages and abilities

Life Time Fitness, Inc. (NYSE:LTM):

WHAT: New Year's Resolutions: We all know they're going to happen yet only 8% who make them actually keep them. As Jan. 1 approaches, Life Time says enough with the failed resolutions, and is inviting everyone to make their health a priority in 2015 by opening its doors to the first-ever [Commitment Day Festival](#) – four days of complimentary fun, engaging and invigorating activities for all ages. The Festival is open to the public, including non-members who register online for the guest list anytime through Jan 4.

Highlights Include:

- **Commitment Day 5K Fun Run** will start off the celebration at 10 a.m. on Jan. 1 with hundreds of people all ages participating. This 5K great outdoors event will be hosted at the Life Time Athletic Des Moines location. For those who prefer the great indoors, Life Time will have several activities taking place to mark your commitment to 2015. Registration is open now through race day at [commitmentday.com/iowa/west-des-moines](#).
- **Daily Fit Talks and Workout Workshops** to know, nourish and move your body for optimal results like "How to Break Up with Sugar" and using TRX straps to get a full-body workout.
- **Group Fitness & Training Events** featuring top Signature group fitness classes and sessions with top instructors.
- **Featured All Club Events** including Alpha Training, a Yoga Commitment Jam and an Indoor Tri powered by IRONMAN® with a chance to win a 2015 IRONMAN entry.
- **Family Fun Events** engaging the whole family with gym activities and an indoor pool party.
- **Evening Celebrations** with LifeCafe happy hours and social cycles in our cycle studios.

WHEN/ Jan. 1 to 4: **Commitment Day Festival**
WHERE: Jan. 1: 10 a.m.: **Commitment Day 5K**
Life Time Athletic Des Moines, 11911 Hickman Road, Urbandale, IA 50323
*Festival activities and times vary by club

STORY IDEAS:

- Human interest—how making a commitment has changed the lives of local residents
- Tips for success in 2015—know it, nourish it and move it
- Exercising in the elements—tips and gear for exercising outdoors
- Anyone can try a Tri—what to know and how to start with an Indoor Tri
- Creating family committed to fitness—ideas for getting your family moving
- Joining a health club for the New Year? What to look for to ensure success

RESOLUTION STATISTICS

- Every year 45% of Americans make resolutions yet only 8% achieve them.
- Top resolutions: lose weight, get organized, spend less/save more, enjoy life more, be more fit
- Quit smoking
- 39% of people in their twenties keep resolutions/14% of people over 50 achieve their resolutions

Source: University of Scranton. Journal of Clinical Psychology

Media are invited to attend the Commitment Day 5K Fun Run and any of the Commitment Day Festival activities.

A Life Time expert can be available anytime for taped or live interviews. Please contact Natalie Bushaw at 952.229.7007 (office) or 612.812.0955 (cell) or by email at nbushaw@lifetimefitness.com.

Life Time Fitness, Inc.
Natalie Bushaw, 952-229-7007
nbushaw@lifetimefitness.com
cell: 612-812-0955

Source: Life Time Fitness, Inc.