

December 19, 2014



Forget Resolutions! Life Time Fitness West County Opens Doors to Everyone Ready to Make a Healthy Commitment Jan. 1 to 4

Third Annual Commitment Day Fun Run at 10 a.m. on Jan. 1 in downtown St. Louis at Soldiers' Memorial; Plus a weekend packed with entertaining and educational events and workshops for all ages and abilities at Life Time Fitness West County

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](http://commitmentday.com/missouri) – 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 any time 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 tradition will be hosted in downtown St. Louis at Soldiers' Memorial. Registration is open now through commitmentday.com/missouri. For those who prefer the great indoors, Life Time Fitness West County will have several activities taking place to mark your commitment to 2015.
- **Daily Fit Talks and Workout Workshops** to know, nourish and move your body for optimal results like "How to Break 1 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 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: Jan. 1: 10
Commitment a.m.:
Day Festival **Commitment**
Day 5K

WHERE: Life Time St. Louis
Fitness West Soldiers'
County, Memorial
3058
Clarkson
Road,
Ellisville, MO
63017

**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

RESOLUTION STATISTICS

- Joining a health club for the New Year? What to look for to ensure success
- 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 Erin Bix at 917.204.6355 or by email
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Source: Life Time Fitness, Inc.