

July 3, 2015



Saturday, July 11: Kids Safety Day at Life Time

88 Life Time destinations to host interactive safety basics seminar

Life Time Fitness, Inc.:

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150703005029/en/>



Swim lessons at one of Life Time's Healthy Way of Life destinations (Photo: Business Wire)

WHAT*: According to Safe Kids Worldwide, nearly 4 million children are injured each year in bike and traffic accidents, near drowning incidents and fires, among others. In an effort to help families and kids stay safe, 88 Life Time [destinations](#) across the nation are set to host a first-ever **Kids Safety Day** on Saturday, July 11. The day is meant to inspire families to learn kids safety basics through an interactive, fun and educational event inside local Healthy Way of Life destinations.

The day will have six safety stations, all focused on kids safety. Stations include:

- **Child ID Take-Home Kit:** featuring on-site fingerprinting and instructions
- **Water Safety:** learn key water safety tips; kids are invited to jump in the pool with a lifeguard with their clothes on
- **Road Safety:** learn how to cross the road safely
- **Bike Safety:** helmet fitting, proper safety and bike maintenance
- **Police & Fire:** learn how local police and fire are here to help
- **Bullying Prevention:** brief safety lesson on self-defense, what to look for and how to tell an adult

WHO: Open to the public and Life Time Members

COST: Complimentary

WHEN: Saturday, July 11
10 a.m. – 1 p.m.

WHERE: 88 Life Time destinations nationwide

IMAGES /

- VISUALS:**
- Media invited for preview segments on-location or in-studio in advance of July 11 events
 - Media invited for day-of photography and video capture
 - High res images available for download [here](#)

*Details may vary by club, please contact your local Life Time for more information

****Media please contact Amy Henderson at 952.229.7721 or
ahenderson2@lifetimefitness.com to schedule interviews in-studio or on-site****

ON-AIR SCRIPT / WEBSITE BLURB:

Summer is a perfect time to remind your kids about safety basics. That's why 88 Life Time destinations across the nation are inviting Life Time members and guests to join in an interactive, fun and education event all focused on kids safety. Life Time Kids Safety Day is set for Saturday, July 11 from 10 a.m. to 1 p.m. Check with your [local Life Time](#) for more details.

About Life Time Fitness, Inc.

Life Time – The Healthy Way of Life CompanySM offers a comprehensive, personalized and scientific approach to long-term health and wellness through its portfolio of distinctive lifestyle destinations, athletic events and total health assessments. As of July 3, the company serves more than 1 million members at its 116 centers under the LIFE TIME FITNESS[®] and LIFE TIME ATHLETIC[®] brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at www.lifetimefitness.com.

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