

December 15, 2015



Lose the Excuses – Local Festival Invites Thousands to Kick off 2016 with a Healthy Start on Jan. 1

Commitment Day Fun Walk/Run set for 10 a.m. on New Year's Day at Life Time's Laguna Niguel destination;

Life Time set to open its doors to everyone with entertaining and educational events and workshops for all ages through Jan. 3

Life Time Fitness:

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

<http://www.businesswire.com/news/home/20151215005450/en/>

WHAT:

Let's face it – this New Year more than 45% of us “resolutioners” will make a health-related goal but only a fraction of us will keep it. Now in its fourth year, Life Time's [Commitment Day Festival and Fun Run](#) encourages all Laguna Niguel residents to engage in a variety of fun, healthy and educational activities meant to jump-start our 2016 health goals and help us get our healthy back. Highlights for the 2016 Commitment Day Festival and Fun Run include:

- **Fourth Annual Commitment Day 5K Fun Run** on Jan. 1. For those who prefer the great indoors, all Life Time clubs will have several activities taking place to mark your commitment to a healthier 2016. Registration is open now through race day at www.commitmentday.com/california/laguna-niguel.
- **C9 Challenge Group Fitness Jams** will be hosted at the location and feature Life Time's newest and most popular Signature Group Fitness class in partnership with Target's C9 active wear collection.
- **Indoor Triathlon Hour powered by IRONMAN™** on Jan. 3. Participants will swim for 10 minutes, bike for 30 minutes and run for 20 minutes for this first time and experienced triathlete event.
- **Fit Talks and Workout Workshops** to know, nourish and move your body for optimal results.
- **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 / WHERE:

Jan. 1 – Commitment Day Fun Run at 10 a.m.
Jan. 2 – C9 Challenge Group Fitness Jam
Jan. 3 – Indoor Triathlon Hour powered by IRONMAN at 7 a.m.

Life Time Athletic Laguna Niguel, 25600 Rancho Niguel Rd., Laguna Niguel, CA 92677

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
- 39% of people in their twenties keep resolutions
- 14% of people over 50 achieve their resolutions

Source: University of Scranton. Journal of Clinical Psychology

STORY IDEAS:

- Human interest—how Commitment Day has changed the lives of local residents
- How do you start? You're ready to make a change but what do you need to succeed.
- Exercising in the elements—is it ever too cold to get out there?
- Anyone can try a tri: a what you need to know tutorial on this new trend
- Creating a family committed to fitness—family centered activities for all ages
- Joining a health club for the New Year? What to look for.

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.

View source version on businesswire.com:

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