

December 22, 2016



Dec. 30 to Jan. 2 Indianapolis Life Time Destinations Open to Public; Host Commitment Day 5K on Jan. 1

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WHAT:

Life Time Fitness Castle Creek is set to open its doors to the public Dec. 30 to Jan. 2 to encourage residents to kick-off 2017 with a New Year's commitment to their health. During each of the four days, Life Time destinations will feature a variety of health and fitness experiences and activities for all ages.

The weekend will highlight unique-to-Life Time group fitness, indoor cycle and yoga classes such as [Strike](#), [Amp Cycle](#) and [Warrior Sculpt](#), as well as [Alpha Training](#). Life Time's indoor [aquatic centers](#), [basketball courts](#), [rock walls](#) and [tennis, racquetball and squash courts](#) will all be open with club-specific programming to help men, women and kids make their commitment even easier by doing activities they love or trying new things that will inspire them in the coming year.

On Jan. 1, Life Time will host the fifth annual [Commitment Day 5K Fun Run and Walk](#) at 10 a.m., and the motivation will continue on Sunday, Jan. 8 with the [Life Time Indoor Triathlon](#). Participants will complete a 10-minute indoor pool swim, a 30-minute bike ride in a cycle studio, and a 20-minute run on a treadmill.

WHY:

While Jan. 1 is the traditional day millions announce their New Year's Resolutions, research from the University of Scranton shows only 8 percent of Americans achieve success. For the fifth year, Life Time, is aiming to help people rethink resolutions and instead make a true,

internal commitment to themselves to live a healthy way of life by jump-starting 2017 with healthy activities all weekend long.

ADDITIONAL STORY IDEAS:

- Best tips to keep in 2017: 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?
- Creating a family committed to fitness: Family centered activities for all ages.
- Anyone can try a tri: A what you need to know tutorial on this new trend.
- Joining a health club for the New Year? What to look for.

WHEN / WHERE:

Dec. 30 to Jan. 2 [Life Time Fitness Castle Creek](#) open to the public

Jan. 1 at 10 a.m. Commitment Day 5K Fun Run and Walk

- Life Time Fitness Castle Creek // 8705 Castle Creek Pkwy, Castle Creek, IN 46250

Jan. 8 Indoor Triathlon

- Life Time Fitness Castle Creek // 8705 Castle Creek Pkwy, Castle Creek, IN 46250

VISUALS AVAILABLE FOR DOWNLOAD:

- Commitment Day Promo Spot: <http://bit.ly/CDPromoSpot>
- Commitment Day B-Roll: <http://bit.ly/CD17BRoll>
- Imagery and Logos: <http://qlnk.io/ql/58582ac5e4b0b6a23004ebcf>

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HEALTHY WAY OF LIFE

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