

March 14, 2025



Life Time Launches All-New 60XT Challenge with \$200,000 in Grand Prizes on the Line, Including \$10K Cash for Top Five Finishers

Eight-week training plan offers participants a chance to transform their health—and compete for prizes

CHANHASSEN, Minn., March 14, 2025 /PRNewswire/ -- [Life Time](#) (NYSE: LTH) is launching an all-new challenge, **60XT**, just in time to transform for summer.

The Challenge kicks off March 24, and registration is now open via the [Life Time app](#) or in club for the eight-week paid body transformation competition. It's open to all Life Time members from each of its more than 175 athletic country clubs throughout North America.

To set challengers up for success, Life Time experts have created an eight-week plan with participants receiving a one-on-one training session with a Life Time Dynamic Personal Trainer, exclusive participant perks and a chance to win big. The 60XT Challenge is targeted for those seeking structure and support to achieve a total body health transformation. The name stands for the length of challenge (60 days) and (X) being a multiplier to transformation (T).

"The Life Time 60XT Challenge is about more than a physical transformation, it's about building lasting habits that go beyond the 60 days to create healthy, happy and strong lives," said Danny King, Director of Performance and Recovery at Life Time. "Every day we're inspired by incredible member stories and this Challenge comes at a time when we know people may need extra motivation before summer. We can't wait to support those who are ready to take charge of their wellness with 60XT."

At the end of the Challenge, participants have the option to submit their success story for a chance to win prize packages with a value starting at \$6,000 up to more than \$25,000. In total, Life Time will award prizes totaling more than \$200,000 in value as part of the 60XT Challenge.

Grand prize winners will be selected from an expert committee who will judge those who wish to enter for the grand prizes. Ten finalists will be selected, determined on "before" and "after" photos and a written essay about the participants transformation story. The finalists will then be included in an online voting process, with grand prize winners announced at the end of June. The 60XT Challenge kicks off on March 24, and runs through May 22.

The top five finishers will receive a multitude of prizes including:

- \$10,000 cash

- 4-night all-inclusive Breathless Resorts & Spa trip for 2 adults
- The Plunge Modern with Evolve Pro Chiller
- Normatec Elite Boots
- Hypervolt Pro
- Hypersphere
- Garmin Forerunner 965
- Kenetik product—6 month supply
- LSKD Gift Card
- Ten Thousand Gift Card
- LT Gift Card provided by CHOMPS
- DEXCOM Stelo Glucose Biosensor 3-month supply
- Xero shoes

60XT Challenge registration is open for Life Time club members on the [Life Time app](#), or in-person by talking to a Life Time Dynamic Personal Trainer. The program builds off the success of Life Time's prior 60day Challenges, which helped tens of thousands of Life Time members find success for more than 12 years. For those who want to join Life Time, they can visit www.lifetime.life/join or their local location.

For more information about Life Time, visit www.lifetime.life or follow on social media at [Facebook](#), the [Life Time Trainers Instagram](#) and [LinkedIn](#).

About Life Time

Life Time (NYSE: LTH) empowers people to live healthy, happy lives through its portfolio of more than 175 athletic country clubs across the United States and Canada, the complimentary, comprehensive Life Time app and nearly 30 of the most iconic athletic events in the country. The health and wellness pioneer uniquely serves people 90 days to 90+ years old through its healthy living, healthy aging, healthy entertainment communities and ecosystem, along with a range of healthy way of life programs and information, and the most trusted LTH nutritional supplements and products. Life Time was recently certified as a Great Place to Work[®], reinforcing its commitment to fostering an exceptional workplace culture on behalf of its more than 42,000 dedicated team members.



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