

December 19, 2014



Forget Resolutions! Life Time Athletic & LifeSpa Tampa Opens Doors to Everyone Ready to Make a Healthy Commitment Jan. 1 to 4

Four day Commitment Festival offers entertaining and engaging events and workshops for all ages and abilities

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](#) – 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 anytime through Jan. 4.

Highlights Include:

- **Daily Fit Talks and Workout Workshops** to know, nourish and move your body for optimal results like “How to Break Up 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, Group Fitness Jams, a Yoga Commitment Jam and an Indoor Tri powered by IRONMAN® with 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: **Commitment Day Festival**

WHERE: Life Time Athletic & LifeSpa Tampa, 2223 North West Shore Blvd., Tampa, FL 33607

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
- 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
- Joining a health club for the New Year? What to look for to ensure success

RESOLUTION- Every year 45% of Americans make resolutions yet only 8% achieve them.

STATISTICS - 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 Natalie Bushaw at 952.229.7007 (office) or 612.812.0955 (cell) or by email at nbushaw@lifetimefitness.com.

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Source: Life Time Fitness, Inc.