

Life Time Announces 2nd Annual 30 Strong Challenge to Help Members Build Healthy Fall Habits: Registration Open for Oct. 6 Kickoff

In 2024, more than 50,000 people participated in first 30-day wellness program

CHANHASSEN, Minn., Sept. 18, 2025 /PRNewswire/ -- As the fall season approaches and people desire to find new healthy routines, Life Time (NYSE: LTH), the nation's premier healthy lifestyle brand, today announced the return of its wildly popular **30 Strong Challenge**, exclusively available on the [Life Time app](#) for Life Time members with club access. The 30-day program is specifically designed by Life Time's team of wellness experts to help people establish and build healthy habits when temperatures change, daylight lessens and schedules get busier.

30 Strong registration is now open in the Life Time app for members with club access. The challenge kicks off October 6 and runs through November 4.

In its inaugural year, more than 50,000 people took part in the 30 Strong Challenge. Based on feedback and outcomes, this year's challenge adds a new daily habit while continuing the others. The eight daily habits in 30 Strong are:

- **New in 2025: Spend 15 minutes in nature:** Spending time outside in nature helps reduce stress and supports mental well-being ([Mayo Clinic](#)).
- **A daily workout:** Options include training with a Life Time trainer, joining a group fitness class, using on-demand workouts, or enrolling in one of our expert-designed 30 Strong workout programs.
- **8,000 steps a day:** Beyond structured workouts, participants stay active by moving consistently throughout the day.
- **30 grams of protein per meal (based on three meals per day):** Higher protein at each meal supports steady energy, fewer cravings and improved body composition.
- **Daily hydration goals:** Drink half of your body weight in ounces of water to support energy and overall well-being.
- **15 minutes of self-care or recovery:** Examples include mobility work, breathwork, light stretching, contrast therapy or time using recovery tools found at Life Time's recovery spaces.
- **Eliminate alcohol:** Cutting alcohol supports digestion, mental clarity and a healthier lifestyle.
- **7+ hours of sleep per night:** This habit encourages adequate rest to support recovery and performance.

"The success of our inaugural 30 Strong Challenge confirmed what we know, that people are looking for programs and support from established experts like the teams at Life Time. Our goal is to help participants focus on small daily wins that compound over time," said Danny King, Director of Performance and Recovery at Life Time. "If we can guide people to healthy daily habits and routines, we can help improve overall health for hundreds of thousands. These eight habits represent the foundations of healthy living and can create momentum that lasts well beyond the 30 days."

Registered members are also eligible for weekly and grand prizes from Life Time partners including Hyperice, NOBULL, Catalina Crunch, Good Health Saunas and more, as they complete the daily habits in the app.

To support participants, the program again includes a complimentary 50-minute functional training session with a Life Time trainer. All participants also receive a Get Started Guide packed with tips for success, clear explanations of each habit and strategies to stay on track.

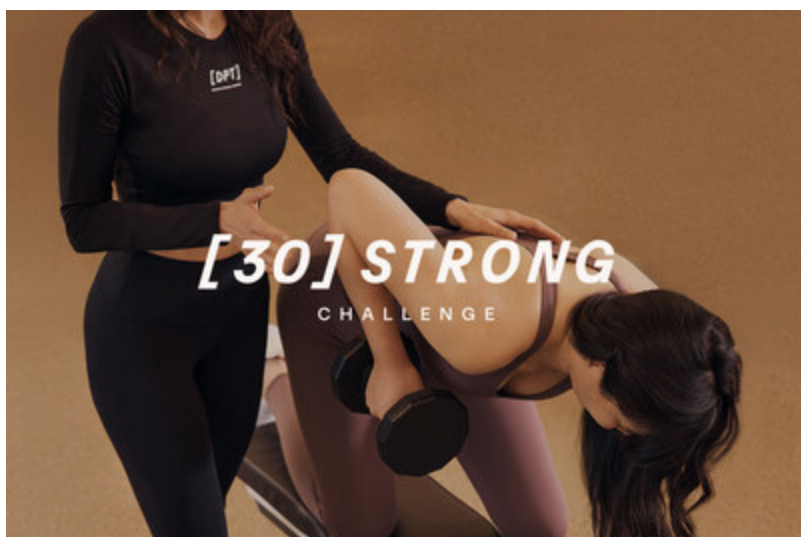
The [Life Time app](#) continues to evolve its offerings, featuring:

- **L•AI•C, Life Time's AI-powered healthy way of life companion:** L•AI•C delivers instant, science-backed guidance for fitness, nutrition, recovery, and more, all fueled by Life Time's decades of health and wellness expertise.
- **Access to Classes:** Choose from hundreds of on-demand and livestream classes ranging from five to 60 minutes, led by top Life Time instructors.
- **Meditation On-Demand:** Sessions are designed to help people find moments of calm, stress relief, and mental clarity. These sessions cover a wide spectrum, from stress elimination and breathing techniques, to mindful movement and vision-expanding exercises.
- **Custom Health Programs:** Access step-by-step, trackable programs, including Glute Camp, 6-Week Shred, Fit & Focused, D.TOX, and a 12-Week half marathon training plan.
- **Healthy Content:** Explore thousands of editorial articles from *Experience Life* magazine, recipes, product recommendations, podcasts and pickleball training videos.

For more information about Life Time, visit www.lifetime.life or follow on social media at [Facebook](#), [Instagram](#) and [LinkedIn](#). You can also follow [Life Time Trainers](#) on Instagram for more content on 30 Strong.

About Life Time

Life Time (NYSE: LTH) empowers people to live healthy, happy lives through its 185 athletic country clubs across the U.S. and Canada, the complimentary and comprehensive Life Time app featuring its L•AI•C™ AI-powered health companion, and more than 30 iconic athletic events. Serving people ages 90 days to 90+, the Life Time ecosystem uniquely delivers healthy living, healthy aging, and healthy entertainment experiences, a range of unique healthy way of life programs, highly trusted LTH nutritional supplements and more. Recognized as a Great Place to Work®, the company is committed to upholding an exceptional culture for its 49,000 team members.



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