

November 24, 2014



# Eau Palm Beach Marathon & Run Fest Heads into Second Decade with New Sponsor, Course and Schedule

*5,000 Runners to Enjoy Miles of Waterfront Views on December 7*

MIAMI--(BUSINESS WIRE)-- The Eau Palm Beach Marathon & Run Fest presented by Publix will begin its second decade as Palm Beach County's most popular running event when it returns to the streets of Downtown West Palm Beach and Lake Worth December 7.

More than 5,000 runners are expected to participate in the race, produced by [Life Time – The Healthy Way of Life Company](#) (NYSE: [LTM](#)). The event will also debut a new schedule, with the Waterfront 5K moved from Friday night to Sunday morning and the annual Expo moved to Meyer Amphitheater near the start and finish line.

## **Schedule**

The Marathon and Half Marathon will begin at 6:30 a.m., the 5K at 6:45 a.m. The finish line party will run until 2 p.m. The Publix Health & Fitness Expo will showcase health, sport and fitness products and services at Meyer Amphitheater on December 5 from 1:30 p.m.--8:30 p.m. and December 6 from 9:30 a.m.-6 p.m. Runners will pick up their packets at the Expo.

## **Sponsorship**

This is the first year of title sponsorship for the [Eau Palm Beach Resort & Spa](#), located on the beach in Manalapan, Fla. Eau Palm Beach Resort & Spa will have special travel packages for out of town runners participating in the Eau Palm Beach Marathon.

The resort will offer a \$199 per night rate that is more than 50% off regular rates as well as packages that include hydration stations, a carb-loading pre-race dinner, transportation to and from the race and post-race massages.

## **Florida Storm Series**

The Eau Palm Beach Marathon & Run Fest is the second event of the five-race Florida Storm Series, which challenges runners to participate in three to five racing events in Florida during the 2014/2015 season that also includes Miami Marathon and Half Marathon on January 25, 2015, Michelob ULTRA Miami Beach 13.1 Marathon<sup>®</sup> on March 1, 2015, First Watch Sarasota Half Marathon & Relay on March 15, 2015 as well as the recently completed Michelob ULTRA Fort Lauderdale 13.1 Marathon<sup>®</sup>.

Registration for the Eau Palm Beach Marathon & Run Fest will be available through race week. Runners can register online or find additional information at [runpalmbeaches.com](#) or via email at [PBMinfo@usroadsports.com](#). More information about Life Time Athletic Events is available at [EventsByLifeTime.com](#), on Twitter [@lifetimedfitness](#) and the [Life Time Athletic Events Facebook page](#).

**About Life Time Fitness, Inc.**

As The Healthy Way of Life Company, Life Time Fitness (NYSE:LTM) helps organizations, communities and individuals achieve their total health objectives, athletic aspirations and fitness goals by engaging in their areas of interest — or discovering new passions — both inside and outside of Life Time’s distinctive and large sports, professional fitness, family recreation and spa destinations, most of which operate 24 hours a day, seven days a week. The Company’s Healthy Way of Life approach enables customers to achieve this by providing the best programs, people and places of uncompromising quality and value. As of November 24, 2014, the Company operated 113 centers under the LIFE TIME FITNESS<sup>®</sup> and LIFE TIME ATHLETIC<sup>®</sup> brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at [lifetimefitness.com](http://lifetimefitness.com).

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