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Life Time Big Sugar Classic Crowns 2026 Grand Prix Champions as Northwest Arkansas Draws 4,200+ Athletes Together in Weeklong Celebration of Cycling

In a dramatic Series finish, Sofía Gómez Villafañe and Keegan Swenson capture 2026 titles

BENTONVILLE, Ark., Oct. 20, 2026 /PRNewswire/ --Life Time (NYSE: LTH), the nation's premier healthy way of life brand, brought professional athletes, recreational riders, industry leaders and fans together in Northwest Arkansas last week for the 2026 Life Time Big Sugar Classic.

Bookended by the Life Time Little Sugar MTB and Life Time Big Sugar Gravel presented by Kenetik, the weeklong celebration was hosted across Bentonville and Bella Vista, Arkansas as well as McDonald County, Missouri. More than 4,200 cyclists representing 46 states and 20 countries converged for the two marquee off-road cycling events, which also featured group rides, product demos, athlete engagements, industry gatherings and family-friendly activities.

"At Big Sugar, the racing is the centerpiece, but the experience around it is what makes it unique: bringing people together, introducing new generations to the sport and giving the cycling community the perfect platform to connect," said Kimo Seymour, Senior Vice President of Media and Events at Life Time. "Northwest Arkansas has built an incredible cycling culture, and we're thankful to be a part of it."

Life Time Big Sugar Gravel also marked the culmination of the 2026Life Time Grand Prix, Life Time's professional off-road cycling series, with top athletes facing off for the final test. With the season-long competition coming down to the final race — and one of the tightest Series yet — Big Sugar Gravel delivered a hard-fought conclusion, with Sofía Gómez Villafañe and Keegan Swenson crowned the 2026 champions. To see the complete podium, visit lifetimegrandprix.com.

Now in its fifth season, the Grand Prix reflects Life Time's continued investment in growing professional off-road cycling in the U.S., including a record $590,000 prize purse for 2026, up 55% from the previous year. Live coverage on the Life Time Grand Prix YouTube channel further expanded the competition's reach and brought the race to more than 155,000 viewers.

Beyond the competition, the Life Time Big Sugar Classic celebrated Northwest Arkansas' vibrant cycling culture and strong community ties. Nearly 500 participants across Little Sugar MTB and Big Sugar Gravel called Bentonville or Bella Vista home, underscoring the event's local roots.

"The success of Life Time Big Sugar Classic is a success for every corner of our community," said Kalene Griffith, President and CEO of Visit Bentonville. "An estimated $9 million in economic impact over ten days means busy dining rooms, full hotels and real support for the small businesses that give Bentonville its character. Events like this are exactly why we're proud to be the Mountain Biking Capital of the World: they bring people here, and once they see these trails and this landscape, they keep coming back."

The Big Sugar Classic is one of 30 iconic athletic events owned and produced by Life Time, spanning disciplines including road running, trail running, mountain biking and gravel cycling. Across its event portfolio, Life Time creates experiences that unite competition, community and active living, welcoming people of different ages and abilities to pursue their goals and connect through movement.

For more information about Life Time's full portfolio of athletic events download the Life Time app or visit www.lifetime.life/athletic-events.

About Life Time
Life Time (NYSE: LTH) empowers people to live healthy, happy lives through its more than 195 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 30 iconic athletic events. Serving people ages 90 days to 90+ years, 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 nearly 50,000 team members.



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