

November 4, 2013



# January 1 Commitment Day Movement to Lead Healthy, Active Lives Expands to 38 Cities in 2014

*Registration Now Open for Second Annual 5K Fun Walk/Run Events at [www.commitmentday.com](http://www.commitmentday.com)*

CHANHASSEN, Minn.--(BUSINESS WIRE)-- As America's health continues to take center stage with rising obesity rates, a generation of children facing serious health consequences, escalating health care costs and controllable diseases growing out of control, [Life Time – The Healthy Way of Life Company](#) (NYSE:LTM) today announced details regarding its second annual [Commitment Day](#) 5K Fun Walk/Run events and its inaugural support of the American Heart Association's "My Heart. My Life." healthy living initiative.

Commitment Day is a broad social movement uniting individuals in 5K Walk/Run events across the nation each January 1, celebrating the commitment to lead healthy, active lives. In 2014, events will be held in 38 cities across the country, with tens of thousands of individuals joining together to declare their commitments to healthy eating, exercise, family, respect, giving and a healthy planet. More than 40,000 people took part in the inaugural Commitment Day launch in 29 cities on January 1, 2013.

"Commitment Day is about transforming the health of our country — once and for all," said Bahram Akradi, Life Time founder, chairman, president and chief executive officer.

"Ultimately, we see this as a powerful social platform for change with millions of people taking a stand against poor health and inadequate nutrition, and making a commitment to their own personal health. With an eye toward the future, I look forward to millions more establishing — and renewing — their commitments while encouraging family members, friends and colleagues to join them in doing the same."

Life Time is a proud supporter of the American Heart Association and its "My Heart. My Life." initiative, which aims to improve the cardiovascular health of all Americans by 20 percent by 2020 through a focus on healthy eating, physical activity and children's health. Commitment Day participants are invited to make a donation to the American Heart Association when they register for the 2014 event.

"Life Time's healthy way of life mission and the Commitment Day goal to inspire a healthier America aligns perfectly with our American Heart Association efforts to change the way the nation thinks about health," said Deborah Young, Ph.D., chair of the American Heart Association's Physical Activity Committee. "We encourage all Americans to commit to creating healthy habits on Commitment Day — and every day — to improve their cardiovascular health."

Commitment Day 5K Walk/Run events will be held in the following cities on January 1, 2014:

Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bentonville, AR  
Boca Raton, FL  
Charlotte, NC  
Chicago, IL  
Colorado Springs,  
CO  
Dallas, TX  
Denver, CO  
Detroit, MI  
Houston, TX  
Irvine, CA  
Kansas City, MO  
Las Vegas, NV  
Los Angeles, CA  
Louisville, KY  
Minneapolis, MN  
Nashville, TN  
Oklahoma City, OK  
Omaha, NE  
Portland, OR  
Raleigh-Durham, NC  
San Antonio, TX  
San Diego, CA  
San Francisco, CA  
San Jose, CA  
Scottsdale, AZ  
St. Louis, MO  
Tulsa, OK  
Virginia Beach, VA  
Washington DC

Commitment Day fun walk/runs also will be hosted at select Life Time locations including:

Cincinnati, OH  
Cleveland, OH  
Columbus, OH  
Florham Park, NJ  
Indianapolis, IN  
Salt Lake City, UT

For more information about Commitment Day, or to register for a January 1 fun walk/run near you, visit [www.commitmentday.com](http://www.commitmentday.com). Like Commitment Day on Facebook at [www.facebook.com/commitmentday](http://www.facebook.com/commitmentday) and follow the movement on Twitter at [www.twitter.com/commitmentday](http://www.twitter.com/commitmentday).

### **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 4, 2013, the Company operated 107 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).

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20131104006312/en/>

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