

September 22, 2015



# Tens of Thousands of Americans to Commit to Healthy Way of Life on 1/1/16

*Registration now open for Commitment Day 5K Fun Run and Indoor Triathlon Hour powered by IRONMAN*

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MINNEAPOLIS--(BUSINESS WIRE)-- As American's continue to battle the bulge—more than one third of us are considered obese according to the Centers for Disease Control and Prevention—Life Time<sup>SM</sup>, The Healthy Way of Life Company is hoping to stem the tide with Commitment Day Festival—a national movement focused on encouraging and inspiring positive change January 1-3, 2016.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20150922005368/en/>

Now in its third year, Commitment Day marks the end of the road of excuses for Americans and encourages everyone to start the New Year off with a 5K fun run and walk on January 1. The Festival continues through January 3 with a variety of fun, healthy and educational activities—including an Indoor Triathlon Hour powered by IRONMAN—all focused on getting Americans to take their health back into their own hands, for themselves, their families and their communities.

## **Commitment Day 5K**

More than 50 Life Time Fitness and Life Time Athletic destinations are set to host the Commitment Day 5K on January 1, 2016 at 10 a.m. in their respective time zones.

Commitment Day races will be held in the following major metropolitan areas:

Atlanta	Cincinnati	Detroit	New York City	Salt Lake City
Baltimore	Cleveland	Houston	Omaha	San Antonio
Birmingham	Columbus	Kansas City	Orange County	St. Louis
Boca Raton	Dallas	Las Vegas	Phoenix	Toronto, CA
Boston	Denver	Minneapolis	Raleigh/Durham	Tulsa
Chicago	Des Moines	Newark	Sacramento	Washington DC

For more details, or to register, visit [www.CommitmentDay.com](http://www.CommitmentDay.com).

## **Indoor Triathlon Hour powered by IRONMAN:**

On January 3, Life Time will host Indoor Triathlon Hour powered by IRONMAN at 75 destinations across North America. The Indoor Triathlon consists of a 10 minute swim, a 30 minute bike and a 20 minute run. Athletes are scored based on distance covered over the set time.

Indoor Triathlons will be held in the following major metropolitan areas:

Atlanta	Cincinnati	Detroit	New York City	San Antonio
Austin	Cleveland	Houston	Omaha	St. Louis
Baltimore	Colorado Springs	Kansas City	Orange County	Toronto, CA
Birmingham	Columbus	Las Vegas	Phoenix	Tulsa
Boca Raton	Dallas	Memphis	Raleigh/Durham	Washington DC
Boston	Denver	Minneapolis	Sacramento	
Chicago	Des Moines	Newark	Salt Lake City	

For more details, or to register, visit [www.CommitmentDay.com](http://www.CommitmentDay.com).

## Registration

Registration is now open for the Commitment Day 5k Fun Run and Walk and the Indoor Triathlon Hour powered by IRONMAN. 5K registration is \$20 through September 30, \$25 from October 1 through December 14, \$30 from December 15 through December 31 and \$35 for on-site registration; kids 12 and under receive complimentary entry. Indoor Triathlon registration is \$25.

## Additional Information

Registration and additional information about Commitment Day can be found online at [www.CommitmentDay.com](http://www.CommitmentDay.com). Don't forget to like the Commitment Day [Facebook page](#) and follow the movement on [Twitter](#).

## About Life Time<sup>SM</sup>, The Healthy Way of Life Company

Life Time is a privately held, comprehensive health and lifestyle company that offers a personalized and scientific approach to long-term health and wellness. Through its portfolio of distinctive resort-like destinations, athletic events and corporate health services, the Healthy Way of Life Company helps members achieve their goals everyday with the support of a team of dedicated professionals and an array of proprietary health assessments. As of September 2015 the company operates 117 centers in 26 states and 34 major markets under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information is available at [www.lifetimefitness.com](http://www.lifetimefitness.com).

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