

July 11, 2013



# Life Time Athleta Esprit de She Race Series Debuts in California on Aug. 1 with 5K Run. Registration Still Open

*All-women's event inspires, motivates and celebrates in Palo Alto; Features post-race rendezvous including champagne bubbly bar*

Life Time Fitness, Inc. (NYSE:LTM):

**WHAT:**

On Thursday, Aug. 1 [Life Time Athleta Esprit de She](#), the nation's premier athletic event series designed exclusively for women, will host a 5K at Baylands Nature Preserve in Palo Alto.

Athleta Esprit de She features a signature post-race rendezvous complete with champagne bubbly bar, tasty tapas and community market showcasing fresh produce, local artisans, creative projects and more. To complement the fun race experience, participants will receive a custom designed, tri-blend lifestyle tank as well as a stylishly functional race bag to use while shopping the post-race night market!

Athleta Esprit de She has also partnered with [Girls on the Run](#). Race participants have the opportunity to make a donation to Girls on the Run in one of three ways: 1) [donate now](#), 2) donate as part of the registration process, or 3) become a [SoleMate](#) for your local council.

To see highlights from past Esprit de She events visit [http://www.youtube.com/watch?v=yBeemyxGd\\_c&noredirect=1](http://www.youtube.com/watch?v=yBeemyxGd_c&noredirect=1).

**WHEN:**

**July 14**

6:30 p.m. – 8:30 p.m. Race Smart. Look the Part. Join our Performance Stylists at the Athleta Store in Town & Country Village to receive performance outfitting tips and enter to win a new Athleta outfit for race day.

**July 22 and July 30**

10 a.m. – 12 p.m. Registration and packet pickup at the Athleta store in Town & Country Village

**July 23**

11 a.m. – 1 p.m. Registration and packet pickup at the Athleta store in Town & Country Village

**July 31**

12 p.m. – 2 p.m. Packet pickup at the Athleta store in Town & Country Village

**August 1 EVENT DAY**

4:15 p.m. – 6 p.m. Day-of registration and packet pickup at race site

4:15 p.m. – 9 p.m. Night market open

6:10 p.m. Opening ceremonies

6:15 p.m. Race begins

6:30 p.m. – 9 p.m. Post-race rendezvous

**August 2**

2 p.m. – 4 p.m. A Toast to You at the Athleta store in Town & Country Village. Celebrate your race with family and friends at this special event featuring mini-massages and cool refreshments.

**August 8**

7 p.m. – 9 p.m. A Toast to You at the Athleta store in Town & Country Village. Celebrate your race with family and friends at this special event featuring mini-massages and cool refreshments.

**WHERE:**

Baylands Athletic Center

1900 Geng Road, Palo Alto, CA 94303

The Athleta Esprit de She Palo Alto 5K Run is the last event to be hosted at the Baylands Nature Preserve before it closes to undergo two years of renovations. The event starts and finishes at the trailhead to the nature preserve. For full course descriptions and course maps, visit [espritdeshe.com](http://espritdeshe.com).

**REGISTRATION:** Registration is still open at [EspritdeShe.com](http://EspritdeShe.com).

### **VISUALS/INTERVIEWS:**

Visuals include course tours at Baylands Nature Preserve, visuals of female participants in the 5K races, post-race rendezvous and market including bubbly bar, beauty bar, tasty tapas, music and local vendors. Interviews can be arranged with Esprit de She National Brand Manager Lindsey Kurhajetz, the local race director, as well as local Palo Alto participants.

**\* MEDIA NOTE: For on-site media credentials, please contact Lauren Flinn at 952.229.7776 (office) or 919.302.3789 (cell) or by email at [lflinn@lifetimefitness.com](mailto:lflinn@lifetimefitness.com).**

### **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 July 9, 2013, the Company operated 106 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at [lifetimefitness.com](http://lifetimefitness.com).

### **About Athleta**

Athleta is a premium fitness and lifestyle brand for women, outfitting female athletes in the ultimate performance apparel for every athletic pursuit, from yoga and pilates to running, swimming and biking and everything in between. Athleta’s mission is to celebrate and inspire women athletes of all levels while delivering beautiful, high-quality, performance products designed by female athletes for female athletes. Athleta sells its products through stores nationwide, its website, [www.athleta.com](http://www.athleta.com), and in its catalog. Headquartered in Petaluma, CA, Athleta was acquired by Gap Inc. (NYSE: GPS) in September 2008 and is part of the Growth, Innovation & Digital division.

### **Life Time Fitness, Inc.**

Lauren Flinn, 952-229-7776  
[lflinn@lifetimefitness.com](mailto:lflinn@lifetimefitness.com)

Source: Life Time Fitness, Inc.