

December 15, 2015



Lose the Excuses – Local Festival Invites Thousands to Kick Off 2016 with a Healthy Start Jan. 1

Commitment Day Fun Walk/Run set for 10 a.m. on New Year's Day at three Raleigh Life Time destinations;

Life Time set to open its doors to everyone with entertaining and educational events and workshops for all ages through Jan. 3

Life Time Fitness:

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20151215005422/en/>

WHAT:

Let's face it – this New Year more than 45% of us “resolutioners” will make a health-related goal but only a fraction of us will keep it. Now in its fourth year, Life Time's [Commitment Day Festival and Fun Run](#) encourages all Raleigh residents to engage in a variety of fun, healthy and educational activities meant to jump-start our 2016 health goals and help us get our healthy back. Highlights for the 2016 Commitment Day Festival and Fun Run include:

- **Fourth Annual Commitment Day 5K Fun Run** will be hosted at Life Time's Cary and Raleigh locations on Jan. 1. For those who prefer the great indoors, all Life Time clubs will have several activities taking place to mark your commitment to a healthier 2016. Registration is open now through race day at www.commitmentday.com/north-carolina.
- **C9 Challenge Group Fitness Jams** will feature Life Time's newest and most popular Signature Group Fitness class in partnership with Target's C9 active wear collection.
- **Indoor Triathlon Hour powered by IRONMAN™** will be hosted at Cary, Raleigh and Six Forks destinations. Participants will swim for 10 minutes, bike for 30 minutes and run for 20 minutes for this first time and experienced triathlete event.
- **Fit Talks and Workout Workshops** to know, nourish and move your body for optimal results.
- **Family Fun Events** engaging the whole family with gym activities and an indoor pool party.
- **Evening Celebrations** with LifeCafe happy hours and social cycles in our cycle studios.

WHEN / WHERE: **Festival activities and times may vary by club*

Jan. 1 – Commitment Day Fun Run at 10 a.m.
Life Time Fitness Cary, 1700 Regency Pkwy., Cary, NC 27511
Life Time Athletic Raleigh, 8515 Falls of Neuse Rd., Raleigh, NC 27615

Jan. 2 – C9 Challenge Group Fitness Jam
Life Time's Raleigh-area locations

Jan. 3 – Indoor Triathlon Hour powered by IRONMAN at 7 a.m.
Life Time's Cary, Raleigh and Six Forks destinations

RESOLUTION STATISTICS:

- Every year 45% of Americans make resolutions yet only 8% achieve them
- Top resolutions: lose weight, get organized, spend less/save more, enjoy life more, be more fit
- 39% of people in their twenties keep resolutions
- 14% of people over 50 achieve their resolutions

Source: University of Scranton. Journal of Clinical Psychology

STORY IDEAS:

- Human interest—how Commitment Day has changed the lives of local residents
- How do you start? You're ready to make a change but what do you need to succeed.
- Exercising in the elements—is it ever too cold to get out there?
- Anyone can try a tri: a what you need to know tutorial on this new trend
- Creating a family committed to fitness—family centered activities for all ages
- Joining a health club for the New Year? What to look for.

Media are invited to attend the Commitment Day 5K Fun Run and any of the Commitment Day Festival Activities. A Life Time expert can be available anytime for taped or live interviews. Please contact Natalie Bushaw at 952.229.7007 (office) or 612.812.0955 (cell) or by email at nbushaw@lifetimefitness.com.

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Life Time Fitness

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Source: Life Time Fitness