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# Life Time Announces New Mountain Bike and Run Event - Coldwater Trail - in Northeast Alabama on Oct. 24 & 25

*Newest event in the company's owned and produced portfolio will highlight ongoing development of Anniston's world-class trail system; and will be the most easterly Leadville qualifying race*

ANNISTON, Ala., March 28, 2025 /PRNewswire/ -- [Life Time](#) (NYSE: LTH), the nation's premier healthy lifestyle brand, announces the launch of the [Life Time Coldwater Trail MTB & Run presented by Sunny King Auto](#). This new mountain bike and trail run event is set for October 24 and 25, 2025 in Anniston, Alabama and adds to the Company's portfolio of nearly 30 iconic athletic events across the country.



Life Time, owner and producer of this new endurance event, invites mountain bikers and trail runners to discover the hidden gem of Coldwater Mountain in Anniston, Alabama. The event will offer 50K and 100K distances for cyclists, as well as 15K and 50K distances for runners, and will showcase portions of the more than 4,000 acres of land that make up the picturesque Coldwater Mountain Trail System.

"Over the past few years, we've been searching the southeast to find the right venue to bring a new Leadville qualifier and have found that in Anniston," said Kimo Seymour, President of Media and Events at Life Time. "Life Time is dedicated to creating unforgettable experiences and meaningful partnerships with local host communities. We're excited for Anniston to be our latest partner in that as we welcome trail runners and mountain bikers from around the globe."

As a rising destination for outdoor recreation and in what the Alabama Tourism Department has declared "The Year of Alabama Trails," Anniston and the surrounding Calhoun County have gone all in on their investment in outdoor recreation.

The vision and dedication from the community that transformed Coldwater Mountain into a premier riding and running destination is what caught the attention of Life Time.

"Thanks to the hard work of NEABA members and the support of the local community, Coldwater Mountain Bike Trail System is quickly becoming the go-to place for mountain biking in the southeast," said Ken Hickman, President of the Northeast Alabama Bicycle Association. "The trails offer a unique blend of natural beauty and technical challenges, making them a favorite among riders and offering something for everyone. We're excited to be working with Life Time to highlight what Coldwater has to offer."

The Life Time Coldwater Trail MTB & Run will offer a variety of race categories to accommodate both competitive and recreational participants, ranging from technical mountain bike races to scenic trail runs through Anniston's lush forests and rugged terrain. The course will showcase some of the area's most iconic trails, many of which have been crafted and maintained through partnerships between local volunteers, trail advocacy groups, and the City of Anniston. To date, more than \$4 million has been invested in the development of the Coldwater Mountain Trail area from a variety of sources including the City of Anniston, state grants and Innovate Alabama.

"Over the past two years Innovate Alabama has invested nearly \$20 million in outdoor recreation infrastructure across the state to further Alabama's position as a home for an outdoor lifestyle, with Coldwater Mountain being one of those key early projects," stated T.C. McLemore, Executive Director of Outdoor Recreation Programs at Innovate Alabama. "Life Time's recognition of not just Coldwater as a unique natural asset but of east Alabama's community of mountain bikers and outdoor enthusiasts validates that investment."

The event also will feature a weekend of family-friendly activities, live music, and local food vendors, providing an opportunity for attendees to experience Anniston's southern hospitality.

The Life Time Coldwater Trail MTB & Run expands Life Time's portfolio of owned and produced athletic events, and will serve as a qualifying event for Life Time's Leadville Trail 100 MTB presented by Kenetik and Leadville Trail 100 Run presented by La Sportiva. It is the most easterly Leadville qualifying event in the country. For more information on the Leadville Race Series and how to qualify, visit [www.leadvilleraceseries.com/lottery-qualification](http://www.leadvilleraceseries.com/lottery-qualification).

Registration for the Life Time Coldwater Trail MTB & Run is now open. For more information on the event, including race options and the full weekend schedule, visit [coldwatertrailrace.com](http://coldwatertrailrace.com) or follow along on [Instagram](#).

## **About Life Time**

Life Time (NYSE: LTH) empowers people to live healthy, happy lives through its portfolio of more than 175 athletic country clubs across the United States and Canada, complimentary, comprehensive healthy way of life app and nearly 30 of the most iconic athletic events in the country. The health and wellness pioneer uniquely serves people 90 days to 90+ years old through its healthy living, healthy aging, healthy entertainment communities and ecosystem, along with a range of healthy way of life programs and information, and trusted LTH nutritional supplements and products. Life Time was recently certified as a Great Place to

Work<sup>®</sup>, reinforcing its commitment to fostering an exceptional workplace culture on behalf of more than 42,000 dedicated team members.

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