



## COMMITMENT DAY

= festival & fun run =

Hello,

We suspect you've started putting your stories together about New Year's resolutions—how to make them and how to keep them. It's the trending topic come Dec. 26 but, as we all know, most resolutions fail for any number of reasons. What if we could inspire your audience to RETHINK RESOLUTIONS?!

Research consistently shows that resolutions fail – only eight percent of those who make them actually achieve success. But why? At Life Time, we're on a mission to change the mindset from making a resolution – or simply determining an action – to making a true, internal commitment, or pledge, to ourselves – especially when it comes to health.

As “The Healthy Way of Life Company,” we believe personal health is one of the most important things in our lives. That's why we created Commitment Day on January 1 for people to declare their commitments to healthy eating, exercise, family, respect, giving and a healthy planet. Since its inaugural year in 2013, nearly 100,000 people have participated in Commitment Day events and we aim to inspire even more come January 1, 2017.

We'd love to be your go-to partner and together inspire your audience to make commitments of their own while encouraging family members, friends and colleagues to join them in doing the same.

Anything you need for upcoming media stories, we've got you covered:

- Six tips to make your commitment stick
- Five nutrition commitments to make for you and your family
- Human interest stories stemming from Commitment Day about people who've made lasting changes
- Talk to our experts – our personal trainers, nutrition coaches, group fitness instructors and more are available
- Access to your local Life Time destination for interviews, video, photography, live shots, etc.

Reach out anytime!

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