



## Mark Your Calendar: Life Time Locations throughout Detroit Opening to Everyone from December 28 through January 5 for Commitment Day Celebrations

### WHAT

It happens every year – New Year’s Resolutions with local health clubs filling up. But for the eighth year, Life Time has a different take, kicking off the New Year with its Commitment Day celebration.

For 2020, the Commitment Day Movement is challenging people in a new way – to commit to taking One Positive Action toward a healthier, happier life. In support of this goal, Life Time locations across the country will be open to everyone from December 28 through January 5 with a broad array of healthy and motivating events for all levels and abilities.

In another first, the company is also supporting Make-A-Wish in its mission to grant the wishes of children facing critical illnesses and the Life Time Foundation in its work to remove artificial and processed ingredients from school food.

Additional information and registration is available online at [www.CommitmentDay.com](http://www.CommitmentDay.com).

### WHY

Did you know most New Year’s resolutions only last a week or two? In fact, National Ditch Your Resolutions Day is officially on January 17th. Instead of resolutions, Life Time encourages people to make a specific commitment to One Positive Action in 2020.

### WHEN

#### Commitment Day 2020 Schedule of Events\*

Sunday, Dec. 29 – Discover Yoga Experience

Wednesday, Jan. 1 – Commitment Day 5K Races + Starting Line Clinic and Fun Run

Wednesday, Jan. 1 – Indoor Triathlon

Thursday, Jan. 2 – You vs. You Group Training

Saturday, Jan. 4 – Family Workout Day

*\*Events and activities may vary by location.*

### WHERE

Life Time Bloomfield Township | 4106 Telegraph Rd, Bloomfield Township, MI 48302

Life Time Commerce Township | 2901 Commerce Crossing, Commerce Township, MI 48390

Life Time Rochester Hills | 200 W Avon Rd, Rochester Hills, MI 48307

Life Time Troy | 4700 Investment Dr, Troy, MI 48098

Life Time Canton Township | 1700 N Haggerty Rd, Canton, MI 48187

Life Time Novi | 40000 High Pointe Blvd, Novi, MI 48375

Life Time Shelby | 14843 Lakeside Blvd, Shelby Township, MI 48315

### OVERARCHING STORY IDEAS

- Making a commitment and sticking to it
- 2020 trends
  - Group fitness and workouts
  - Overall health and wellness

- Tips from the pros on getting back to fitness and healthy eating
- Unique New Year's commitments you can make for your health

Media are invited to Life Time for any Commitment Day event through January 5. Life Time personal trainers, coaches and dietitians will be available for interviews. Life Time experts are also available for any healthy holiday stories you may be working on over the next couple months.

###