



Mark Your Calendar: Life Time Locations throughout Philadelphia 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.

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*

Saturday, Dec. 28 – Blizzard Ball; Tween Takeover

Sunday, Dec. 29 – Discover Yoga Experience

Monday, Dec. 31 – Kids New Year’s Party

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

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

Saturday, Jan. 4 – Family Workout Day

Sunday, Jan. 5 – Indoor Tri

**Events and activities may vary by location.*

WHERE

Life Time Ardmore | 40 E Montgomery Ave, Ardmore, PA 19003

Life Time Fort Washington | 375 Commerce Dr, Fort Washington, PA 19034

Life Time King of Prussia | 700 E Swedesford Rd, Wayne, PA 19087

Life Time Mount Laurel | 3939 Church Rd, Mount Laurel, NJ 08054

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.

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