

<https://stage.mediaroom.com/lifetimefitness/2011-11-01-101-revolutionary-ways-to-be-healthy-app-offers-a-daily-dose-of-health-and-happiness?forPDF=1>

“101 Revolutionary Ways To Be Healthy” App Offers A Daily Dose Of Health & Happiness

New mobile app from Experience Life magazine and RevolutionaryAct.com serves up inspiration and know-how for healthier life choices

CHANHASSEN, Minn.--(BUSINESS WIRE)--CHANHASSEN, Minn.--(BUSINESS WIRE)--The multi-award-winning [Experience Life magazine](#) and its spin-off sister site, [RevolutionaryAct.com](#), introduce “101 Ways,” a mobile app developed with the intent of inspiring positive change, sparking a healthy revolution, and creating a world full of healthier, happier people.

Based on “101 Revolutionary Ways to Be Healthy” (www.revolutionaryact.com/101ways), the app nudges users toward healthier daily choices and perspectives, while helping them develop the practical skills and unconventional know-how they need to get strong and healthy.

A mashup of the best of *Experience Life* magazine and RevolutionaryAct.com, the app cleverly combines 101 creative healthy-living suggestions — many of them bold imperatives, like “Defy convention,” “Get off your butt,” and “Don’t believe the hype” — along with a rich supply of smart, deep, well-researched articles and other resources from *Experience Life* magazine.

The app features “Browse,” “Surprise me!” and device-shaking capabilities that encourage users to explore the “101 Ways” at their own pace, to go as deep as they wish into a regularly refreshed supply of content, and to share content of interest via email, Facebook and Twitter. It was developed in partnership with [Drivetrain Agency, LLC](#), a Minnesota-based company that builds sophisticated mobile and social apps.

“We wanted to incorporate a sense of fun and discovery into this app,” say Pilar Gerasimo, founding editor of *Experience Life* and RevolutionaryAct.com. “So many health-related resources are dull and boring, or clinical and preachy, or just steeped in self-denial. This app is all about reframing healthy choices as positive, self-empowering alternatives. We’re presenting all these feel-good revolutionary acts in a way that makes them rewards in their own right.”

The app’s bold design was inspired by Minnesota-based [Bolster Creative Agency](#), which also designed RevolutionaryAct.com and helped develop *Experience Life*’s “About Us” video.

“101 Ways” is available for free download in the iTunes App Store (for iPhone or iPad) for a limited time. For more information visit experiencelife.com/app.

About Experience Life

First published in 2001, *Experience Life* is an award-winning, healthy-lifestyle magazine committed to helping its readers improve their health and fitness while enjoying more satisfying, authentic and meaningful lives. It covers a wide variety of quality-of-life topics, including health and nutrition, fitness and athletics, personal wisdom, stress-management, sustainable lifestyle, active adventures, and more. Published 10 times a year, *Experience Life* is available by subscription and on select newsstands nationwide, including many Whole Foods Market and Barnes & Noble stores. It currently enjoys a circulation of more than 600,000, with an MRI-estimated reach of 2.8 million. For more information about *Experience Life*, including 10 years of archived content, please visit the award-winning ExperienceLife.com.

About Life Time Fitness, Inc.

As The Healthy Way of Life Company, Life Time Fitness (NYSE:LTM) helps organizations, communities and individuals achieve their total health objectives, athletic aspirations and fitness goals by engaging in their areas of interest – or discovering new passions – both inside and outside of Life Time’s distinctive and large sports, professional fitness, family recreation and spa destinations, most of which operate 24 hours a day, seven days a week. The Company’s Healthy Way of Life approach enables customers to achieve this by providing the best programs, people and places of uncompromising quality and value. As of November 1, 2011, the Company operated 92 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETICSM brands primarily in suburban locations in 21 states and 26 major markets. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50051763&lang=en>

For further information: Life Time Fitness Erica Dao, 952-229-7805 edao@lifetimefitness.com

“ We wanted to incorporate a sense of fun and discovery into this app ”