

<https://stage.mediaroom.com/lifetimefitness/2013-03-12-athleta-esprit-de-she-announces-girls-on-the-run-international-as-2013-national-charity-partner?forPDF=1>

## **Athleta Esprit De She Announces Girls On The Run International As 2013 National Charity Partner**

### **Life Time's Athleta Esprit de She and Girls on the Run International Aim to Celebrate and Motivate Women and Girls of All Ages**

CHANHASSEN, Minn.--(BUSINESS WIRE)--Driven by a collective goal to inspire young girls to live joyful, confident and healthy lives, [Life Time - The Healthy Way of Life Company](#) (NYSE:LTM) today announced [Girls on the Run International](#) as the official national charity partner of its premiere athletic event series designed exclusively for women, [Athleta Esprit de She - The Spirit of Her Race Series](#).

Girls on the Run is a nonprofit organization that offers a 12-week positive youth development after-school program for girls in 3<sup>rd</sup> to 8<sup>th</sup> grade. The program focuses on developing and enhancing girls' competencies to successfully navigate life experiences along with promoting healthy habits for lifelong fitness and wellness. The program culminates with the girls being physically and emotionally prepared to complete a celebratory 5k running event. Esprit de She participants are encouraged to donate to Girls on the Run during registration for any of the 18 Athleta Esprit de She events, or they can opt to fundraise for the organization on a national or local level through participation.

"We are ecstatic that Athleta Esprit de She has invited Girls on the Run to be its official charity partner for the debut season," says Elizabeth Kunz, President of Girls on the Run International. "Crossing the finish line is a defining moment for both girls and women — no matter their age — and is worthy of celebration. The shared desire to celebrate fitness and health, optimism and strength will inspire the women of today and nurture the girls of tomorrow."

Designed exclusively for women, the Athleta Esprit de She Race Series features 18 fitness-inspired 'happy hour' 5k and 10k runs, cycle tours, duathlons and triathlons for every pace and passion. The series kicks off on May 5 in Tempe, Arizona, with a triathlon, and duathlon and subsequent races in key markets like San Francisco, Minneapolis, Chicago, Denver and Houston will follow.

"In light of our focus on celebrating accomplishment and recognizing that life extends beyond the finish line, we felt a special connection with Girls on the Run," said Athleta Esprit de She Brand Director, Lindsey Kurhajetz. "Girls today are faced with increasing challenges and obstacles that can affect their emotional and physical well-being. As women, it's woven into our DNA to nurture and support each other. Athleta Esprit de She offers the supportive platform to flourish in the company of everyday women - those heroes we count on to empower and instill the necessary confidence we all need to pursue our dreams. Supporting young women via Girls on the Run is a natural extension of our platform."

In February, Life Time [announced Athleta](#) as the title sponsor of Esprit de She. Athleta is also the exclusive national athletic apparel sponsor of Girls on the Run. The synergy between these three brands' focus on empowering and supporting girls and women will amplify funding and awareness to make a desirable impact on girls across America. Athleta Esprit de She is also sponsored by [LUNA bar](#), among others, who are on the long list of community partners that support Girls on the Run.

To RSVP for any of the Athleta Esprit de She events, visit [espritdeshe.com](http://espritdeshe.com), the official website of The Spirit of Her Race Series. Athleta Esprit de She can be found on Twitter by following [@EspritdeShe](#) and by liking the [Esprit de She Facebook page](#).

#### **About Girls on the Run International**

Girls on the Run is a transformational physical activity-based positive youth development program for girls in 3<sup>rd</sup> to 8<sup>th</sup> grade designed to develop and enhance girls' competencies to successfully navigate life experiences. At Girls on the Run, trained and supportive coaches and volunteers teach life skills through dynamic, conversation-based lessons and running games. The program culminates with the girls being physically and emotionally prepared to complete a celebratory 5k running event. The goals of the program are to develop and improve competence, unleash confidence through accomplishment, develop strength of character, respond to others and oneself with care and compassion, create positive connections with peers and adults, and make a meaningful contribution to community, all while establishing a lifetime appreciation of health and fitness. Additional information about Girls on the Run International can be found at [www.girlsontherun.org](http://www.girlsontherun.org).

#### **About Athleta**

Founded in 1998, Athleta is a premium fitness and lifestyle apparel brand for women, outfitting female athletes in the ultimate performance apparel for every athletic pursuit, from running to swimming to skiing to biking and everything in between. Designed by female athletes for female athletes, Athleta's products blend high performance with feminine style. Athleta sells its apparel, along with footwear and accessories, through retail locations across the country, catalogs and its website, [www.athleta.com](http://www.athleta.com). Headquartered in Petaluma, CA, Athleta was acquired by Gap Inc. (NYSE: GPS) in September 2008 and is part of the Growth, Innovation & Digital division.

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**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 March 12, 2013, the Company operated 105 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC(SM) brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at [lifetimefitness.com](http://lifetimefitness.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130312005515/en/>

For further information: Life Time Fitness, Inc. Lauren Flinn, 952-229-7776 [lflinn@lifetimefitness.com](mailto:lflinn@lifetimefitness.com) or Girls on the Run Amy Ellrod, 704-376-9817 [aellrod@girlsontherun.org](mailto:aellrod@girlsontherun.org)

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