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Athleta Esprit De She - The Spirit Of Her Race Series - Makes Its Colorado Debut On June 6 With 5K And 10K Run

Event inspires, motivates and celebrates women's athletic accomplishments; features post-race poolside rendezvous and fashion show from Athleta

(BUSINESS WIRE)--Life Time Fitness (NYSE:LTM):

WHAT: On Thursday, June 6, Life Time Athleta Esprit de She, the nation's premiere athletic event series designed exclusively for women, will make its Colorado debut with a 5K and 10K run kicking off at Life Time Fitness Westminster.

Fueled by the spirit of "her," Athleta Esprit de She is a lifestyle that lives beyond the finish line and features a signature post-race rendezvous complete with a poolside fashion show by Athleta, a champagne bubbly bar, tasty tapas and a community market showcasing fresh produce, local artisans, creative projects and more.

WHEN: **June 4 and June 5**

4 p.m. – 7 a.m. Packet pickup at Athleta, Boulder
1133 Pearl St., Boulder, CO 80302
(303) 443-9237

June 6

4 p.m. – 6:15 p.m. Day-of registration and packet pickup
6:30 p.m. Race begins
6:30 p.m. – 10 p.m. Post-race rendezvous and night market

June 13

4 p.m. – 7 p.m. A Toast to You at the Athleta store on Pearl Street in Boulder. Celebrate your race with family and friends at this special event featuring mini-massages and cool refreshments.

WHERE: Life Time Fitness Westminster
397 West 148th Ave, Westminster, CO 80020

The course will begin and end at Life Time Fitness Westminster. The 5K route is fast and flat on paved roads, while the 10K adds a bit of edge with some trail running.

REGISTRATION: Registration is still open at EspritdeShe.com. To compliment the fun race experience, participants will receive fashionable freebies including a custom designed, tri-blend lifestyle tank perfect for working out, grabbing coffee with a friend or running around town as well as a stylishly functional race bag to use while shopping the post-race night market.

VISUALS/INTERVIEWS:

Visuals include course tours at Life Time Fitness Westminster set against a striking backdrop and situated close to the shops at Orchard Town Center as well as visuals of female participants, post-race rendezvous including bubbly bar, beauty bar, tasty tapas, music and poolside fashion show by Athleta. Interviews can be arranged with Esprit de She National Brand Manager Lindsey Kurhajetz, the local race director, as well as participants.

*** MEDIA NOTE: For on-site media credentials, please contact Lauren Flinn at 952.229.7776 (office) or 919.302.3789 (cell) or by email at lflinn@lifetimefitness.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 May 21, 2013, the Company operated 106 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

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. 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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