

Chequamegon Fat Tire Festival To Open 2014 Registration Lottery Jan. 1

Festival and events will be held Sept. 12-14, 2014

New Year's Day will kick off the Chequamegon Fat Tire Festival's online registration lottery process for the coming year. The thirty second running of the event, presented by Trek and produced by [Life Time – The Healthy Way of Life Company](#), will be held Sept. 12-14, 2014. Applications for the annual registration lottery will be accepted at www.cheqfattire.com beginning Jan. 1, 2014.

The race spots for the weekend's main cross country events are limited to a total of 3,100 riders. Split between 2,100 participants in the Chequamegon 40 and 1000 in the Short & Fat, the event sells out every year. Online applications will be taken from the launch date on January 1 to midnight on March 15, 2014. Shortly after the March 15 close of registration, an electronic lottery drawing will take place to select the cross country event participants. Participants will be notified of their selection via email following the lottery drawing.

Only those who are selected in the lottery drawing will be billed for the event's entry fee. A \$5.00 registration lottery application fee will be charge to all who sign up with the total collected forwarded to the [Chequamegon Area Mountain Bike Association](#) to support their local trail advocacy.

For complete details of the registration lottery procedure and other event information visit www.cheqfattire.com. Direct all correspondence to CFTF, PO Box 267, Cable, WI 54821, 715-798-3594 or via email to cheqfat@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 members to achieve this by providing the best programs, people and places of uncompromising quality and value. As of Dec. 17, 2013, the Company operated 108 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.

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