

Stage Set For April 6 Life Time Tri South Beach

Kicks off 12-event Life Time Tri Series; Benefits St. Jude Children's Research Hospital®

MIAMI--(BUSINESS WIRE)--Some 3,000 triathletes are expected to descend upon South Beach, Miami, on Sunday, April 6, for the 2014 Life Time Tri South Beach, produced and presented by [Life Time - The Healthy Way of Life Company](#) (NYSE: LTM), with support of the Miami Beach Visitor and Convention Authority. The event benefits [St. Jude Children's Research Hospital®](#). The triathlon also kicks off the [2014 Life Time Tri Series](#), which includes 11 additional events scheduled across the country between May and October.

*“ ‘tri’ for the
kids of St.
Jude” ”*

Life Time Tri South Beach offers both an international-distance course and classic-distance course. The event begins at Lummus Park with pro men triathletes beginning at 6:45 a.m., pro women triathletes beginning at 6:47 a.m., and international and classic waves starting shortly thereafter. Both courses include an ocean swim parallel to South Beach; a bike course that crosses over Miami Beach's causeways with scenic views of the Intracoastal Waterway, downtown Miami and Miami Beach; and a run alongside Miami Beach's Art Deco District that finishes on the white sands of South Beach. The event will also include The Life Time South Beach Triathlon Expo and packet pickup on Saturday, April 5 from 10 a.m. to 6 p.m. at Lummus Park.

Alongside thousands of amateur and elite triathletes, Life Time Tri South Beach will host 45 professional triathletes in pursuit of a \$30,000 prize purse, including Americans Cameron Dye and Alicia Kaye.

As part of its commitment to give back, Life Time Tri South Beach continues the tradition of benefiting St. Jude Children's Research Hospital. Individuals who have committed to raise funds through participating as '[St. Jude Heroes](#)', help ensure families never receive a bill from St. Jude for treatment, travel, housing or food.

Last year, St. Jude Heroes raised \$432,000 for [St. Jude Children's Research Hospital](#), which is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases. In honor of the hospital's seventh year as the benefiting charity, St. Jude Heroes are invited to "‘tri’ for the kids of St. Jude" to continue their fundraising momentum and earn incentives, such as free race entry, race weekend travel accommodations, St. Jude gear and more.

No one better understands the importance of fundraising dollars for treatment and research at St. Jude than 19-year-old cancer survivor Stephan of Miami. At age 11, he sought treatment at the hospital after doctors discovered a 20-inch tumor in his stomach. There he received surgery, chemotherapy, a bone marrow transplant and radiation therapy. Today he is finished with his treatment and enjoys sports, including basketball and riding dirt bikes. Stephan is available for interviews.

For more information and updates on the Life Time Tri series, visit lifetimetri.com, "Like" the [Life Time Tri Facebook page](#) or follow @lifetimetri on [Twitter](#).

More information about Life Time Athletic Events is available at EventsByLifeTime.com, on Twitter [@lifetimefitness](#) and the [Life Time Athletic Events Facebook page](#).

MEDIA NOTE: Media interested in on-site media credentials must contact Emily Vicker, Reubenstein Communications, at 212-843-8078 or evicker@rubenstein.com.

About St. Jude Children's Research Hospital®

St. Jude Children's Research Hospital® is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases. St. Jude has the world's best survival rates for the most aggressive childhood cancers, and treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since we opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade. St. Jude freely shares the breakthroughs we make, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing and food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting stjude.org or following St. Jude on facebook.com/stjude and twitter.com/stjude.

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 March 27, 2014, the Company operated 109 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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