https://stage.mediaroom.com/lifetimefitness/2014-04-23-life-time-athleta-esprit-de-she-race-series-kicks-off-2014-season-in-arizona-on-may-4-with-a-triathlon-and-duathlon-in-tempe?forPDF=1

Life Time Athleta Esprit De She Race Series Kicks Off 2014 Season In Arizona On May 4 With A Triathlon And Duathlon In Tempe

All-women's event inspires, motivates and celebrates in Tempe; Features post-race rendezvous including champagne bubbly bar

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

WHAT: On Sunday, May 4, Life Time Athleta Esprit de She, the nation's premier athletic event series designed exclusively for women, will kick off its 2014 season in Tempe with a Triathlon and Duathlon at Tempe Beach Park. Last year, nearly 500 women participated in the event locally and this year the event is approaching sellout with more than 650 women already signed up.

Registration includes perks such as access to the post-race Lifestyle Market including the signature Bubbly Bar as well as to our Beauty Bar with complimentary massage, mini manicures and hair braiding compliments of Life Spa. Participating women will also receive the official Athleta Esprit de She commemorative jersey from Moxie Cycling, a one-year subscription to SELF magazine, among other gifts.

Athleta Esprit de She has also partnered with Girls on the Run as the series national charity partner. Girls on the Run is an organization that inspires girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

WHEN: May 3

2 p.m. - 7 p.m. Packet pick up and bike check-in at Tempe Beach Park

May 4 - Race Day!

4:45 a.m. Transition opens
6:15 a.m. Transition closes
6:30 a.m. - 11 a.m. Post-race rendezvous and market
6:30 a.m. Triathlon begins
7 a.m. Duathlon begins
10:30 a.m. Awards ceremony

WHERE: Tempe Beach Park

80 West Rio Salado Parkway Tempe, AZ 85281

The Athleta Esprit de She Tempe Duathlon starts and finishes at Tempe Beach Park. The bike course will be looped, mostly flat and super fast around the city of Tempe. The run course will loop around Tempe Town Lake, with beautiful views of the city and the lake.

REGISTRATION: For more information including registration and course information visit EspritdeShe.com, the official website of The Spirit of Her Race Series. Athleta Esprit de She also can be found on Twitter by following @EspritdeShe and by liking the Esprit de She Facebook page.

VISUALS/INTERVIEWS:

Visuals include course tours, visuals of female participants, post-race lifestyle market including bubbly bar and beauty bar. Interviews can be arranged as needed.

* MEDIA NOTE: For on-site media credentials, please contact Lindsay Derr at 480-658-1690 or by email atlindsay@olsoncomm.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 April 17, 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.

About Athleta

Athleta is the premier fitness fashion brand for the woman who sees fitness as vital to her life. Blending performance innovation with chic urban style, Athleta offers versatile pieces that outfit her entire day – even after her workout is done. Athleta apparel is sold in retail stores across the country, online and via catalog.

For further information: For Life Time Fitness: Lindsay Derr, 480-658-1690 lindsay@olsoncomm.com