

Spartan And Life Time Transform Gritty Race Experience Into New Intense Group Fitness Class—Spartan Strong

Exclusive class, launching at 100 Life Time destinations across the U.S. by 2018, helps participants discover their inner Spartan

BOSTON, MA (August 9, 2017) –Inspired by Spartan’s world-renown obstacle race events, where competitors face fire, mud and barbed wire, Spartan Strong, a new, intense group fitness class is debuting exclusively at Life Time destinations. Created by Spartan and Life Time®, Spartan Strong focuses on studio-based exercises that challenge the body and mind, helping individuals conquer life’s everyday challenges. More than 100 of Life Time’s premium athletic resort destinations across the country will offer the class, rolling out now throughout 2018.

“Spartans learn to overcome obstacles and achieve their goals on the race course, often doing more than they believe possible,” says Spartan Vice President of Training John Gauch. “Our goal is to bring that same sense of accomplishment to people off the course through Spartan Strong. Life Time’s shared philosophy and team of dedicated instructors, coupled with their impressive destinations, creates a perfect collaboration as we make the world a healthier place and impact how people live healthy, balanced lives.”

The high-intensity hour long journey will push participants to their limits and unleash their inner Spartan by increasing strength, endurance, and athleticism through a combination of resistance training, bodyweight moves, dynamic stretching and cardio-focused drills. With the help of the Spartan Pancake, a weight-based circular sandbag, the class will leave participants feeling invigorated, empowered, and better prepared to battle the trying tasks of daily life. Members will also be tested with periodic fitness challenges to measure their progress.

“With the explosive growth of obstacle course races, this first-of-its-kind, race course meets group fitness class brings our members the best of both worlds,” says John Reilly, President, Fitness and Nutrition Division, Life Time. “Whether training for a Spartan race, or tackling everyday life, Spartan Strong will push participants’ mind and body to achieve optimal performance on and off the race course.”

Available to Life Time members as part of the Company’s Featured Format classes, Life Time’s Spartan Strong instructors—many of whom compete in Spartan Races—received rigorous training and certification by Spartan’s and Life Time’s team of experts.

ABOUT LIFE TIME® - HEALTHY WAY OF LIFE

Life Time® is a privately held, comprehensive healthy living, healthy aging and healthy entertainment lifestyle company that offers a personalized and scientific approach to long-term health and wellness. Through its portfolio of distinctive resort-like destinations, athletic events and corporate health services, the Healthy Way of Life Company helps members achieve their goals everyday with the support of a team of dedicated professionals and an array of proprietary health assessments. As of August 9, 2017, the company operates 127 centers in 27 states and 35 major markets under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada.

ABOUT SPARTAN RACE, INC.

Spartan Race is the world’s largest obstacle race and endurance brand, and the first in-sport to feature timing and global rankings. With more than 200 events across more than 30 countries in 2017, Spartan Race will attract more than one million global participants offering open heats for all fitness levels, along with competitive and elite heats. The Spartan Race lifestyle boasts a community of more than five million passionate social media followers, health and wellness products, training and nutrition programs, and a popular NBC television series, which has made obstacle racing one of the fastest growing sports in the world. Spartan Race events feature races at three distances, 3+ Mile/20+ Obstacle “Sprint,” 8+ Mile/25+ Obstacle “Super” and 12+ Mile/30+ Obstacle “Beast,” culminating in the Reebok Spartan Race World Championship in Lake Tahoe, Calif. Visit <http://www.spartan.com> for more information and registration.

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