

St. Jude, Life Time to Host Nationwide Ride for a Reason on Saturday, March 9

4th annual indoor cycling event at 115 destinations to benefit St. Jude Children's Research Hospital®, Life Time Foundation

CHANHASSEN, Minn., Feb. 28, 2019 /PRNewswire/ -- The fourth annual [Ride for a Reason](#) will take place on **Saturday, March 9** in more than **115 Life Time destinations** across the country. The indoor cycling event, open to both members and nonmembers of Life Time, will benefit St. Jude Children's Research Hospital® and the Life Time Foundation.

Since its inception, **Ride for a Reason has raised \$2.5 million**. Last year alone, more than 7,000 participants and 1,000 teams surpassed a fundraising goal of \$1 million. Every dollar raised supports St. Jude and Life Time Foundation.

[St. Jude Children's Research Hospital](#) is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. The [Life Time Foundation](#) is focused on proactive approaches to health in children, and works with schools across the nation to eliminate highly processed ingredients from their menus in favor of real, wholesome ingredients.

No one better understands how a cancer diagnosis can alter one's life than Jamie, the mother of a St. Jude patient. Within one year, Jamie went from being a Life Time cycle instructor, leading one of the top fundraising clubs in the nation, to experiencing the St. Jude mission firsthand after her seven-year-old daughter Bridget was diagnosed with bone cancer.

After more than 10 months of cancer treatment that included a leg amputation, Bridget plans to ride for St. Jude this year and Jamie is even more determined to continue raising funds.

"Ride for a Reason is a fun, lively event. A lot of our locations have DJs and music and food and it's just a great time," said Jamie. "But more importantly, the reason we help patient families is to support the research and treatment at St. Jude Children's Research Hospital while eliminating the worry about the cost of treatment or cost of living, so parents can focus on their children getting well."

How It Works:

- **Register** – Individuals or teams of four can sign up now at stjude.org/rideforareason.
- **Raise** – Using online fundraising tools, connect loved ones to the St. Jude mission by asking for their support or make a direct donation at lifetimeride.stjude.org.
- **Ride** – Contact the closest [Life Time](#) location or visit stjude.org/rideforareason for more information. There also is a virtual ride option, if preferred.

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 life-threatening diseases. Its purpose is clear: Finding cures. Saving children.® It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since the hospital opened more than 50 years ago. St. Jude won't stop until no child dies from cancer. St. Jude freely shares the discoveries it makes, 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 or food – because all a family should worry about is helping

their child live. Join the St. Jude mission by visiting stjude.org, liking St. Jude on [Facebook](#), following St. Jude on [Twitter](#) and [Instagram](#) and subscribing to its [YouTube](#) channel.

About the Life Time® Foundation



As a public charity created by Life Time®, the Life Time Foundation is on a mission to help schools eliminate the Harmful 7 from the food they serve so every child receives the healthy food they deserve. This simple, actionable and sustainable plan allows schools to eliminate highly processed and artificial foods in favor of wholesome, real food alternatives. Unlike many other charitable organizations in which a portion of donations is consumed by administrative costs, 100% of every dollar donated to the Life Time Foundation directly supports its mission because all administrative costs are contributed by Life Time, Inc. For more information, visit www.ltfoundation.org.

About Life Time®—Healthy Way of Life

Life Time champions a healthy and happy life for its members across 142 destinations in 39 major markets in the U.S. and Canada. As the nation's premier healthy lifestyle brand, Life Time delivers an unmatched athletic resort experience and provides a comprehensive healthy living, healthy aging and healthy entertainment experience that goes well beyond fitness to encompass the entire spectrum of daily life for individuals, couples and families of all ages.

SOURCE Life Time®--Healthy Way of Life

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Additional assets available online:  [Video \(1\)](#)  [Photos \(1\)](#)