**Life Time Run**

**Title – Running is a Journey, Not a Destination**

Prior to moving to Minnesota, Greg Loeding was not a cold weather runner. A sunny San Diego transplant, he dreaded the idea of training for a spring marathon amid a maze of snow banks in a sub-zero winter wonderland.

That all changed at Life Time. “I joined a Life Time group training program because I needed motivation to train for a spring marathon during the winter months and I wanted to become a faster runner. I was used to running outside all year and I knew I could not hack it running on the treadmills,” Loeding said.

Loeding aimed to beat his marathon personal record of 3:46, especially after hitting what he called a “plateau” in his training. Training under Life Time Run Coach Mike Buenting in Chanhassen, Minn., Greg added speed work and hill repeats to his regiment — workouts that he had done alone.

“It was great to have a coach to provide structure to my training and to have someone to answer and help me challenge myself.”

Heading into a marathon in Des Moines, Iowa, Loeding knew his training would pay off. And pay off it did. He smashed his personal record by 15 minutes, obtaining a 3:31 time. “The best part of the marathon was when Coach Buenting met me at mile 24 and ran the last two miles with me. He made sure that I did not slow down until I crossed the finish line.”

**A Trusted Training Partner**

From 1:1 coaching and group training to 1:1 performance coaching and advanced group training options, Life Time Run is the place for improving your race day performance.

Cindi Matt, also a Life Time member in Chanhassen, Minn., was an eight-time marathon finisher who thought she had peaked before joining a Life Time marathon-training program. Prior to running with Life Time’s training group, Matt accomplished all training on her own — running most of her runs solo.

“For marathons one through seven, I always came short of my goal, with my race times ranging from 4:27 to 3:49. Something always seemed to interfere with my quest for a 3:45 marathon — my hydration, my lack of mental focus, aches, pains, you-name-it.,“ Matt said.

“Then I met Coach Buenting and started training with Life Time Run for marathon number eight. And my running changed. Mike had me doing different types of workouts than I had previously done, at paces that were new to me. But the biggest thing that contributed to my newfound success with running was having someone believe in me. From the start, Mike offered not just words of encouragement and messages of inspiration, but really, truly cared about making me a better runner.”

Matt knocked seven minutes off her personal record and achieved a sub-3:45 finish at the 2011 Twin Cities Marathon with a time of 3:42:19.

**Social Running = Community and Consistency**

A 2008 study found that social support helps people through difficult challenges while reducing stress and related illnesses. Published in the Journal of Experimental Social Psychology, the study showed that social support can change our perceptions: When participants were accompanied by a friend, they considered a hill less steep than those who faced the hill alone.

Loeding said of Life Time’s social run community, “I discovered something more gratifying than my own arbitrary running goals: I became a member of a team who became my friends. Skipping out on 5:30 a.m. workouts because I was tired was no longer an option.”

Available at more than 100 locations in the United States and Canada, Life Time Run welcomes runners of all ages, abilities, speeds and styles, and is part of a Life Time membership. That includes the Tuesday Night Social Runs — which range from 1.5 miles to 6 miles and are perfect for the new to experience runner — as well as other coordinated runs throughout each week with the support of highly trained coaches.

Kym Jolstad, a run coordinator in Minnetonka, Minn., said, “Our members are building relationships, enjoying the group setting, and running more than they would on their own.”

For those with children, Life Time Run launched a program that allows parents to run while children stay active in sports through the “Life Time Run Sports Sampler” class — a $35 value but free for Life Time runners. To date, the program is offered at more than 40 Life Time destinations.

**Beyond Running**

Life Time is more than a run club with social runs and group training.

Life Time offers programs that enhance your performance. From food to refuel at the LifeCafe to a sports massage at the LifeSpa to cross-training options, Life Time is an all-in-one training destination.

Buenting said, “Life Time Run offers so much more than other programs and at a competitive rate. Life Time Run training offers you access to state-of-the-art clubs, discounts and access to personal trainers, metabolic specialists, nutritionists, and the LifeClinic and LifeSpa. We offer discounts into events and special VIP areas at events. And we also offer experience and certified coaches with a passion for running. We do it because we care about people and love to run. “

Life Time Run even has special partnerships with big races across the nation, including the Rock ‘N Roll Race Marathon Series, the Medtronic Twin Cities Marathon and the BAA Boston Marathon. Part of that partnership allows us to host special training seminars with legendary runners. For example, Life Time’s Crosstown location in Eden Prairie, Minn., hosted BAA Boston Marathon Race Director Brian McGillivray in early July for a motivational presentation.

**If you’re looking for a race to set a personal record or accomplish your first running goal,** Life Time operates **160-plus events** in **20 states**with a total of more than **120,000 participants. Events range from 5ks to triathlons and 100-mile trail races.**

If you want to know more about how this company delivers results, call 1-800-741-4109. To try Life Time for free, click [here](http://clubs.lifetimefitness.com/Free-Trial-Membership/27498/).

Word count: 986 words