



Media Contacts:

Veronica Castelo / Life Time Tri CapTex/ 512.578-9287 / castelonotes@gmail.com

Elliott McFadden / Austin B-cycle, 512.954.1665 / kristin@bikeshareofaustin.com

A NEW USE FOR AUSTIN B-CYCLES: LIFE TIME TRI CAPTEX TRIATHLON

Participants will ride Austin B-cycles for the SuperSprint event this Memorial Day

AUSTIN, TX (April 14, 2015) — In advance of the 25th annual [Life Time Tri CapTex](#) on May 25, [Life Time –The Healthy Way of Life Company](#) and [Austin B-cycle](#), Austin’s bike sharing service, today announced the introduction of a new “Austin B-cycle Wave”—a featured highlight of the SuperSprint distance during the popular event. The collaboration is designed to encourage individuals of all experience levels, including those new to the sport of triathlon, to participate in the Memorial Day event taking place throughout downtown Austin.

The SuperSprint race is one of many distances offered during the CapTex Tri at Auditorium Shores. The Austin B-cycle Wave will have 20 entries, which includes complimentary use of an Austin B-cycle for the 6.21 mile SuperSprint bike course. Participants will also swim .25 miles and run 3.1 miles as part of the SuperSprint Tri event, and will compete against one other for unique B-cycle prizes. Athletes can register at www.captextr.com.

“We’re thrilled to partner with Austin B-cycle in an effort to break down the barriers aspiring triathletes normally face and bring this new opportunity to participants and the Life Time CapTex Tri,” says Lindsey Kurhajetz, senior brand and marketing director, Life Time Athletic Events. “Equipment can be expensive, especially for first time triathletes who aren’t quite ready to make such significant investments. With Austin B-cycle, people can ‘try a tri’, and have a lot of fun doing it.”

Beyond use of the bike, all Austin B-cycle Wave participants will receive complimentary 24-hour Austin B-cycle passes, a gift certificate for \$10 off a Austin B-cycle annual membership and Austin B-cycle race weekend swag bags featuring other Life Time Tri CapTex goodies. In addition, with their complimentary access passes, B-cycle SuperSprint participants will be able to continue to explore Austin after the race by checking out a bike from any of the 46 B-cycle stations downtown.

“We know Austin B-cycle is the fast, fun way to get the most out of Austin and now it's a fast, fun way to race the Life Time Tri CapTex SuperSprint,” said Elliott McFadden, Executive Director of Austin B-cycle.” The addition of our bikes with this year’s race creates a great way to experience downtown, whether you are new to the sport or an experienced triathlete.”

On race day, B-cycle bikes will be available for pickup on-site in a special transition area, with Austin B-cycle staff ensuring all bikes are race-ready. In addition, Life Time Tri CapTex spectators are encouraged to utilize Austin B-cycles while visiting the race venue at Auditorium Shores race weekend.

For nearly two decades, Life Time Tri CapTex has taken over the streets of downtown Austin. The race has become an Austin Memorial Day tradition. The event features individual and relay Sprint and International distances, a SuperSprint and a SuperSprint B-cycle wave. This year, Life Time Tri CapTex will also see the return of the USAT Paratriathlon National Championships.

To register for the event or learn more, visit www.captextri.com or [Austin B-cycle](#). 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 and on Twitter [@lifetimefitness](#).

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 14, 2015, the Company operates 114 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 Austin B-cycle:

Austin B-cycle is an Austin based, non-profit organization managing the bike share system on behalf of the City of Austin. The program launched in December 2013 with 11 stations and currently serves the local community with 46 B-stations. Upon launch, the program immediately broke national records for check outs during the 2014 SXSW—making it one of the most successful bike-sharing programs in the country. Those interested in joining as a member or finding out more about Austin B-cycle should visit AustinBcycle.com.

###