

HEALTH & LIFESTYLE

New Troy Sports and Fitness Mega Center Focuses on the Family

BY KIM KENNEDY

If you've promised yourself that this will be the year you make a change for better health, a new sports and fitness center in Troy can help you keep that promise.

Life Time Fitness is one of the fastest growing health and fitness companies in the country and, perhaps, the most forward-thinking company in the industry.

"Our mission," says founder and president, Bahram Akradi, "is to provide an educational, entertaining, friendly and inviting, functional and innovative environment of uncompromising quality that meets the health and fitness needs of the entire family."

The company's new 90,000 sq. ft. complex will be situated in the Detroit area—and serves as an example of how diligently they carry out their mission.

Focus on the family

As part of its commitment to serve the health and fitness needs of the entire family, Life Time Fitness offers its members a variety of children's programs—including free child care services.

"Many of our members have children and we want those children to feel welcome," says Mark Zaebst, Vice President of Development.

The free childcare center is staffed seven days a week by certified professionals and features a variety of fun, educational activities for children aged 12 and under. Toddlers are entertained by special games and developmental toys. Preschoolers enjoy space mazes, ball pits and junior sport courts. And older children can exercise their minds through the use of kid-friendly computers and a reading library. There's even a special surround-sound theatre for young members who would like to watch educational shows or family movies.

Another dimension of the company's focus on the family is its Life Time Kids educational program. Designed to provide young members with structured activities and safe instruction, Life Time Kids courses cover everything from swimming and tumbling to karate and rock climbing. "We're committed to the well-being of the entire family," asserts Zaebst. "The Life Time Kids programs are one more way in which we help kids make early lifestyle choices and develop important skills."

Fun and entertaining

In their effort to provide fitness that's fun—and something for everyone—the new Life Time Fitness of Troy features two floors and 90,000 sq. ft. of cutting-edge facilities.

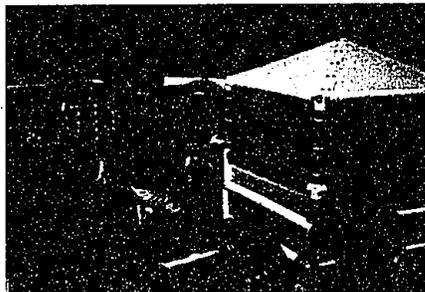
The first floor's glass atrium lobby is surrounded by a variety of large-scale amenities that include an indoor swimming pool complex with two-story waterslide, interconnected rock climbing walls, basketball and volleyball courts, racquetball and squash courts, whirlpools, dry saunas and immaculate locker rooms. Each locker room also features its own steam room, tanning room, hair dryers, and a lounge area with large-screen television and courtesy telephone. Every aspect seems dedicated to making each visit as entertaining as possible.

Upstairs, members will find a variety of aerobic, step aerobic and cycling studios surrounding an extensive selection of free weight systems and more than 400 resistance training and cardiovascular machines—all of which make any workout more enjoyable.

Perhaps most interesting is the company's trademarked Multivision Frequent-Sees entertainment system—an invention that allows members to workout while watching any of twenty 60-inch television screens and listening to the audio portion on the FM band



The new Life Time Fitness of Troy (above) features 90,000 square feet of facilities including an indoor swimming pool complex with two-story waterslide and free child care services that feature space mazes, sport courts and educational computers (shown below).



of a personal headset stereo. "The whole idea is to make the experience more entertaining, less boring, so you get a better workout and better results," says Akradi. "We do whatever we can to provide members with a fun place they really want to go—not just a fitness place they think they ought to go."

Toward that end, the company also offers a wide variety of adult sports leagues, athletic instruction and special events that add an entertaining social dimension to the fitness experience.

Friendly and inviting

Life Time Fitness takes every step necessary to ensure that all aspects of every club create an environment that is friendly and inviting.

Each inch of the physical facility receives special consideration and the effect is evident the moment guests enter. Color psychology, multi-level lighting and ergonomic design are all employed to create an environment of uncompromising quality.

The company also believes that for any environment to be truly inviting, it must also be clean. As a result, Life Time Fitness has invested in unique technology that helps maintain immaculate facilities. Custom-designed airflow systems carefully monitor composition and exchange air content up to four times per hour. Automated sanitizing systems release a pressurized spray to keep shower rooms safe and spotless.

On a more personal level, every employee is required to complete a comprehensive training program—through the company's Life Time Fitness University—in order to ensure friendly, professional conduct and superior service.

"It keeps us on our toes," remarks area manager, Kevin Stegen. "It really forces us to deliver and earn your membership every time you visit."

Commitment to education

Life Time Fitness places such a high value on education that they now invest more than one-half million dollars each year in special courses for its

staff and membership through the company's own Life Time Fitness University (LTFU).

"Education is the single most important element in creating a healthier lifestyle and a key element in our commitment to members," adds Life Time Fitness University director, Michael Brown. "If you'll learn more about how your body works, you'll get more results from your workouts and stay a member much longer. That's why we discount our enrollment fee for new members who'll attend one of our free fitness and nutrition seminars. We want to make a meaningful difference in the quality of people's lives."

The new Troy club will play an important role in the further development of LTFU, serving as the Detroit-area center for the many educational and instructional programs the company offers members, employees and community.

Superior amenities and services

The Life Time Fitness approach to health, sports and fitness facilities resembles that of a high-end department store: Everything you could need or want under one roof. A wide array of amenities includes state-of-the-art cardiovascular and resistance training machines, the company's trademarked large-screen entertainment system, two indoor swimming pools, exciting waterslides, multiple indoor rock climbing walls, basketball/volleyball courts, racquetball/squash courts, aerobic and cycling studios, extensive free weight center—plus special family locker rooms that provide added privacy and convenience for parents with opposite sex children.

And that's just the beginning, because very few benefits are placed on the array of services provided by Life Time Fitness, as well. Members enjoy free childcare services, free educational seminars, free lockers, free towel service and free aerobic instruction. Tanning, therapeutic massage and certified personal trainers are also available.

Furthermore, Life Time Fitness clubs are open 24-hours a day, seven days a week to accommodate the busiest schedule. Adding to the superior level of service are a unique health food cafe and a full-ser-

vice salon that offers a variety of hair, nail and spa services. There is truly something for everyone with everything under one roof.

Unique Membership Program

As with everything else at Life Time Fitness, memberships are designed with member convenience in mind. The company offers a unique, month-to-month membership

program with no long-term contract and a low, one-time enrollment fee. "Our philosophy is founded upon member happiness, and we know that long-term contracts are not what members want," Akradi points out.

The company is so confident in its commitment to customer service that they also offer a 30-day money-back guarantee. This allows new members to fully experience the sports and

Life Time Fitness Troy, Michigan

- 24-hour Availability
- No Long-Term Contracts
- 30-Day Money-Back Guarantee
- Free Childcare Services
- Free Lockers & Towels
- Limited Number of Memberships
- Multivision Entertainment Systems
- Swimming Pools, Waterslides, Whirlpools & Saunas
- Over 250 Resistance Training & Cardiovascular Machines
- Large Free Weight Facilities
- Basketball, Volleyball, Racquetball & Squash
- Indoor Climbing Walls
- Certified Personal Trainers
- Free Aerobics & Studio Cycling Classes
- Adult Athletic Leagues
- Massage & Tanning

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fitness center to make sure it fits their life.

Finally, to support its commitment to customer service and ensure against overcrowding, Life Time Fitness also limits the total number of memberships sold at each club.

For further information and to reserve a charter membership, call 248/267-1000.

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Life is complicated. Time together shouldn't be. That's why LIFE TIME FITNESS not only offers your family the most fantastic facilities available, but some of the finest people around. People who are every bit as interested in helping build better relationships as they are in building better bodies. People who spend most of their time putting together programs that help your family spend more time together.

From in-line skating to indoor rock climbing, LIFE TIME FITNESS can show you how. So, visit LIFE TIME FITNESS today—and bring the kids. Because LIFE TIME FITNESS fits your life.

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