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Life Time opens new 128,000 s/f location in Westwood

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Advancing its commitment to improve the health of communities, Life Time opened its newest destination, Life Time Athletic Westwood, located at 44 Harvard St. A ribbon cutting and preview celebration was held for founder's members and media, followed by an opening to all members.

The new three-story, 128,000 s/f destination is designed to meet the needs of the most discerning customer, starting with a team of highly trained and certified team members committed to providing an experience of uncompromising quality to members. The new center will boast a broad array of highly personalized programs and services that allow members to engage in their areas of interest and help them achieve their total health objectives, athletic aspirations and fitness goals.

"We are thrilled to open our doors to the Westwood community and deliver an incredible array of boutique-style, interest-driven programs that help our members and their families achieve their health and fitness objectives," said Jeff Zwiefel, Life Time chief operating officer. "The Boston area is regularly recognized as one of the healthiest cities and a great place for raising families—characteristics that align well with our Life Time mission. Our commitment as the Healthy Way of Life Company is to deliver our members the best people, best place and best programs. We're here to serve."

Highlights include:

- * A unique and integrated approach to health including resting and active metabolic assessments and other tests to help members learn how they respond to exercise, along with other key health indicators.
- * Our proprietary "Core 3 - Life Time Training Method," a personalized, science-based approach to "Know it. Nourish It. Move It." for long-term health and wellness success led by the industry's most highly certified fitness professionals.
- * Life Time Kids Academy, a unique membership program designed especially for kids from three months to 11 years, led by handpicked, certified experts (Life Time "gurus") committed to childhood development.
- * Indoor and outdoor aquatic center with zero-depth entry pools, lap pools and water slides.
- * Five dedicated group exercise, cycle, Pilates and LifePower Yoga studios.
- * 400 pieces of best-in-class cardiovascular and resistance training equipment.
- * Two indoor basketball courts, featuring signature Ultimate Hoops basketball leagues and training programs for youth through adults.
- * LifeSpa, offering full-service hair, nail and skin care services and therapeutic massage.
- * LifeCafe, following an "If it's here, it's healthy" philosophy serving healthy food and beverages free of trans fats, bleached flours, and artificial flavors, colors, preservatives and sweeteners.

Life Time Athletic Westwood marks the company's first location in Massachusetts; the company's

fourth of six planned openings in 2015; and the 117th Life Time destination in the U.S. and Canada.

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