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FOR RELEASE

LIMITED RACE SPOTS REMAIN IN CHEQUAMEGON FAT TIRE FESTIVAL

Festival and events to be held Sept. 16, 2017

CABLE, Wisc., Jan. 15, 2017—Following a brisk online registration opening on Jan. 1, the limited entry spots for this year's historic 35th annual Chequamegon Fat Tire Festival, presented by Trek and produced by Life TimeSM, The Healthy Way of Life Company are filling quickly. Those who wish to be a part of the Sept. 16, 2017 Chequamegon event should register soon before all the spots are filled.

Race spots for the weekend's main cross-country events are limited to a total of 3,100 riders—2,100 participants in the Chequamegon 40 and 1,000 in the Short & Fat 16-mile event—and the race reaches sell-out each year. Participant hopefuls can register now at <http://www.cheqfattire.com> for the limited spaces still available on a first-come, first-served basis.

To support local trail advocacy efforts, five dollars from each 2017 entry fee collected will be donated directly to the [Chequamegon Area Mountain Bike Association](#), the [American Birkebeiner Ski Foundation](#) and the [International Mountain Bike Association](#).

For complete details of the registration procedure and other event information visit www.cheqfattire.com. Direct all correspondence to CFTF, PO Box 267, Cable, WI 54821, and 715-798-3594 or via email to cheqfat@lifetimefitness.com.

About Life TimeSM, The Healthy Way of Life Company

Life Time is a privately held, comprehensive health and lifestyle company that offers a personalized and scientific approach to long-term health and wellness. Through its portfolio of distinctive resort-like destinations, athletic events and corporate health services, the Healthy Way of Life Company helps members achieve their goals everyday with the support of a team of dedicated professionals and an array of proprietary health assessments. As of December 2016, the company operates 122 centers in 26 states and 35 major markets under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information is available at www.lifetimefitness.com

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