

Life Time's ARORA Program Redefines Healthy Aging as More Adults 55+ Seek Strength, Connection and Community

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<p class="prntac"><i>With the number of ARORA classes up 9% year over year, Life Time is meeting rising demand from adults 55+ for strength training, pickleball, social events, education and meaningful community during Healthy Aging Month and beyond</i>.</p>

<p><u>Key Highlights:</u></p>

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Life Time is challenging perceptions of aging through a holistic approach that supports physical, cognitive and social well-being

ARORA gives adults 55+ opportunities to stay active, learn something new, build connections and discover new interests

From strength training and pickleball to workshops and social events, ARORA offers programming designed to keep members engaged at every stage of life

<p>CHANHASSEN, Minn., Sept. 17, 2026 PRNewswire -- September is Healthy Aging Month, but for a growing number of adults 55 and older, healthy aging is no longer about simply staying active. It is about staying strong, socially engaged, connected and fully involved in the experiences that make life richer. At Life Time (NYSE: LTH), that shift has been building for years through ARORA, the company's dedicated community and programming for adults 55+.</p>

<p>Since launching in 2022, ARORA has become an all-in-one wellness resource for active agers within Life Time clubs, bringing together strength training, mobility, balance, pickleball, swimming, educational workshops and social events like coffee and book clubs and game groups, among other things. The momentum is growing. ARORA classes at Life Time increased 9% in 2025 compared with 2024. Average class size has also climbed from nine to 22 participants since ARORA's launch, a sign that this audience is not only looking for fitness, but also for a consistent community and experiences designed for the way they want to live now.</p>

<p>The growth comes as adults 55+ continue to represent one of the most engaged and influential consumer audiences in health, wellness, recreation and community. According to the AARP Longevity Economy Outlook 2026, adults age 50+ make up 56% of household consumer spending. They are prioritizing longevity, strength, energy, independence and social connection, and they are willing to invest in experiences that help them live better, longer.</p>

<p>"One of the most rewarding and exciting things we're seeing through ARORA is the incredible way our members are embracing this stage of life both physically and socially," said Annie Kragness, Senior Director of Healthy Aging at Life Time. "We see people getting stronger, building meaningful friendships, trying new things and showing up with energy and confidence every day. Many are as fit, active and accomplished as people decades younger. Watching those connections form and those milestones happen is exactly why our team is so passionate about the work we do."</p>

<p>The need is increasingly clear. Research continues to show the importance of strength training and regular movement as people age—a National Institute of Health study states that adults who meet aerobic physical activity guidelines had a 13% lower risk of death compared to their less active peers—while loneliness and social isolation remain major health challenges for older adults. ARORA addresses both by combining structured fitness with built-in social connection — from ARORA Fit small-group training to pickleball mixers, workshops, coffee meetups, trivia, bingo, Bunco, book clubs and other community-building experiences. Life Time also offers ARORA-certified personal trainers who receive specialized education in healthy aging and tailor workouts to members' individual needs and goals.</p>

<p>While ARORA provides specialized support for adults 55+, Life Time's broader ecosystem serves members from 90 days to 90+ years, offering fitness, sports, nutrition, recovery and social experiences designed to evolve throughout life. </p>

<p>In addition to its standard memberships, Life Time also offers a 65+ limited access membership offering.</p>

<p>For more information about Life Time, visit LifeTime.life, explore the Life Time Newsroom and follow LinkedIn, Facebook and Instagram.</p>

<p><u>Frequently Asked Questions:</u></p>

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What is Life Time's ARORA program?

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ARORA is a collection of physical, social and educational activities designed to improve strength, mobility, nutrition and social interaction, especially designed for active agers 55+.

What sort of offerings are included in ARORA?

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ARORA programming provides movement classes, workouts, and sports, social activities and educational workshops, available with a Life Time membership.

Where is ARORA available?

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ARORA programming is available at most Life Time locations.

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Life Time (NYSE: LTH) empowers people to live healthy, happy lives through its more than 195 athletic country clubs across the U.S. and Canada, the complimentary and comprehensive Life Time app featuring its LifeTime+ AI-powered health companion, and more than 30 iconic athletic events. Serving people ages 90 days to 90+ years, the Life Time ecosystem uniquely delivers healthy living, healthy aging, and healthy entertainment experiences, a range of unique healthy way of life programs, highly trusted LTH nutritional supplements and more. Recognized as a Great Place to Work, the company is committed to upholding an exceptional culture for its more than 50,000 team members.</p>

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