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Stroller Strides® Partners With LUNA® to Offer Moms' Groups With a Mission



SAN DIEGO, CA (July XX, 2006) – It’s no secret that three key components contribute to a new mother’s physical and emotional well being: a healthy diet, regular exercise and a strong support network. In an effort to provide all mothers with access to these important elements, **Stroller Strides – the nationwide fitness program for new mothers and their babies – has partnered with LUNA – a division of Clif Bar, Inc. and creator of the Whole Nutrition Bar for Women® – to offer comprehensive programs across the country that incorporate fitness, nutrition and outstanding support for new moms.**

As leading national companies sharing a joint commitment to the health and happiness of mothers, Stroller Strides and LUNA realized the potential to successfully meet similar goals through a powerful partnership. Since inking an agreement on June XX, **Stroller Strides playgroups** – fun, family-centered “mommy and me” activities that have served as an integral part of the program’s offerings – **will officially become LUNA Moms Clubs**, run and supported by LUNA.

As a result, Stroller Strides playgroups will benefit from stronger programming, new ideas and activities and great support from LUNA. The new LUNA Moms Clubs will be **free to join and open to mothers nationwide.**

“Our playgroups have always been important to the Stroller Strides program, as they provide moms with a vital resource for camaraderie and support,” said Stroller Strides Founder Lisa Druxman. “The strong direction and commitment that LUNA will provide to our playgroups will only serve to strengthen an already beneficial model.”

LUNA Moms Clubs, which have been in existence for two years, will be able to utilize Stroller Strides’ established network of new moms to further expand their mission of “supporting women who have the toughest job in the world” by providing an outlet for mothers to get together and share the joy of a healthy, active lifestyle. LUNA will also provide nutrition education and product samples to all LUNA Moms Club locations.

“Stroller Strides is an expert on fitness for pregnant women and new moms and LUNA is an expert on nutrition for this same population – it’s a perfect fit,” said Leah Walton, marketing manager for LUNA. “Together, we hope to engage a wide group of mothers and provide them with a connective, supportive environment made up of women whose lifestyles are closely related.”

Both Stroller Strides and LUNA also share a dedication to Moms With a Mission (MWAM), a program created by Druxman that raises awareness and funds for a variety of women and child-based communities through playgroup-hosted events and activities. All LUNA Moms Clubs will regularly participate in local community service projects, ranging from neighborhood park clean-up days to canned food drives, and also support and spread the word about important national causes, such as the Children’s Health Environmental Coalition (CHEC).

(MORE)

With every LUNA Moms Club participating in MWAM projects across the country, mothers will not only be receiving strong support through the groups, but also reciprocating similar energy by making a significant difference in the lives of others.

“Stroller Strides has always been committed to positively contributing to the communities that we work in,” said Druxman. “We are looking forward to continuing to make great strides with various charities across the country with the added support of our great new partner, LUNA.”

Adds Walton, “It’s exciting and empowering to think that we will be helping such a large number of new moms by making a difference in their lives and in their respective communities.”

For more information on LUNA Moms Clubs or to find a location in your area, please visit www.XXX.com.

Stroller Strides classes are offered in more than 300 locations nationwide. The hour-long classes emphasize cardiovascular activities and muscle-strengthening exercises using resistance bands and strollers, allowing moms to interact with their babies throughout their workout. Stroller Strides franchises are available for those interested in a home-based, family-friendly business. For more information about Stroller Strides, including class locations, visit www.strollerstrides.com.