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Lisa Druxman Named IDEA Program Director of the Year

Stroller Strides® Founder, Fitness Expert and Author Receives Fitness Industry's Honorable Award



SAN DIEGO, CA (July 16, 2007) – Lisa Druxman, founder of Stroller Strides®, the largest postnatal fitness program in the country, and author of the new book *LEAN MOMMY* (Center Street, 2007), has been **named 2007 IDEA Program Director of the Year – the fitness industry's highest form of recognition.**

Druxman, who resides in San Marcos, CA, was presented with the prestigious award July 6 at the IDEA World Fitness Convention® in San Diego, CA, by the IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide.

The IDEA Program Director of the Year honor is given to an individual IDEA member who works in a fitness facility, is a healthy role model, demonstrates keen professional commitment through community and industry involvement and whose outstanding leadership inspires staff and influences both active and under-active people to commit to a healthy lifestyle through successful, creative and diverse programming.

As this year's award recipient, Druxman will serve as an IDEA Media Spokesperson and will be profiled in the October 2007 issue of *IDEA Fitness Journal*.

"It is truly an honor to receive this esteemed award and to be recognized by my respected fitness peers and IDEA committee members," said Druxman. "Since starting Stroller Strides, my mission has always been to support mothers in all aspects of their lives, and exercise is such a key element in a happy and healthy postpartum lifestyle. I feel grateful to be able to expose new mothers to the many benefits of fitness on a regular basis."

As founder, owner and director of Stroller Strides, Druxman helps new mothers get fit, find rewarding and family-friendly careers and receive support and guidance through a strong exercise community. In addition to teaching Stroller Strides classes, Druxman markets the program and manages and trains employees and instructors.

Starting Stroller Strides in 2001 in an effort to find a career that would be supportive of motherhood, Druxman now provides this same opportunity for her corporate team, franchisees and instructors – all of whom maintain successful careers and work more or less from home. Stroller Strides currently has more than 20,000 participants and over 600 national locations, with an average of six new franchises opening every month.

Druxman also commits to a variety of volunteer activities, including lecturing on prenatal exercise at teen pregnancy centers, serving as an active board member for the Postpartum Health Alliance and partnering with LUNA® to offer playgroups that help worthy charities through a "Moms With a Mission" program.

For more information on Lisa Druxman or to set up a media interview, please contact On the Horizon Communications at (805) 773-1000 or email jordan@thepressroom.com.

Lisa Druxman is the founder of Stroller Strides, the stroller exercise program for new mothers and their babies found in over 600 national locations. A pre-and postnatal fitness expert and certified personal trainer, Lisa holds a master's degree in psychology with an emphasis in exercise adherence and weight control. Lisa is an active member on the board of the Postpartum Health Alliance, has authored multiple articles that have appeared in national parenting and fitness magazines and has appeared on a host of major national television programs, including NBC's Today Show and CNN's Anderson Cooper 360. She is currently *Entrepreneur Magazine's* resident columnist on "Mompreneurs."