

FOR IMMEDIATE RELEASE

## Free Online Forums with Stroller Strides® Founder Lisa Druxman Inform “Mompreneur” Hopefuls



SAN DIEGO, CA (October 9, 2007) – Ever entertain the idea of opening your own business or hope to grow the one you have? Perplexed by how to balance a successful entrepreneurial career with young children at home? **Get applicable answers to all of your inquiries with the Mommy Owned Business (M.O.B.) Academy – free Open Forum Online Sessions hosted by Lisa Druxman, founder of the nationwide fitness franchise Stroller Strides.**

Druxman, no stranger to the world of the working mom, started the postnatal exercise program in 2001 after the birth of her first child. Her company has since grown to more than 600 locations, 20,000 participants and is the 17<sup>th</sup> fastest growing franchise in the country. Now a mother of two, Druxman is also Entrepreneur.com’s resident columnist on Mompreneurs.

“I’m always receiving calls from women who need advice and support regarding the topic of being a mompreneur,” says Druxman. “It is my greatest blessing to offer any assistance I can to those who want to start or sustain a successful business while continuing to be a great mom. The M.O.B. Academy allows me to answer universal questions on topics pertinent to those on this path.”

The M.O.B. Academy is **an online meeting where callers can communicate with Druxman via their phone and computer.** A forum setting, each session allows participants to ask questions and interact with both Druxman and other interested peers regarding a specific topic crucial to a successful mommy-owned business.

The M.O.B. Academy schedule is as follows:

- **Tuesday, October 30, 2007 @ 11:30 a.m. – Topic: Public Relations**
- **Tuesday, November 27, 2007 @ 11:30 a.m. – Topic: Grassroots Marketing & Co-Op Partnerships**
- **Tuesday, December 18, 2007 @ 11:30 a.m. – Topic: Balancing Work and Motherhood**
- **Tuesday, January 29, 2008 @ 11:30 a.m. – Topic: Finding Your Right Mommy Owned Business**
- **Tuesday, March 18, 2008 @ 11:30 a.m. – Topic: How to Get Your Business Started**
- **Tuesday, May 20, 2008 @ 11:30 a.m. – Topic: Marketing Your M.O.B.**

To participate in any of the above free M.O.B. Academy sessions, interested women may **email Lisa Druxman at [lisa@strollerstrides.com](mailto:lisa@strollerstrides.com)** and note session choice dates and the words **“RSVP YES” in the subject line.** Due to time constraints, Druxman is not able to reply to these emails, but call and log-in information will be sent to each participant prior to the session date (s).

And for those looking for an even more in-depth educational experience, **six weeks of the first M.O.B. Academy sessions are available for purchase at [www.strollerstrides.com](http://www.strollerstrides.com).** Learn from three Academy participants’ experiences as they are coached through everything from Business Plan Basics to Putting Your Plan to Action. MSRP: \$99

Stroller Strides classes are offered in more than 600 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. To further assist mothers in all aspects of their lives, Stroller Strides partners with Stride Rite®, LUNA® and BOB™. For more information about Stroller Strides, including class locations, visit [www.strollerstrides.com](http://www.strollerstrides.com).