

FOR IMMEDIATE RELEASE

Stroller Strides® Partners with Snikiddy®
to Provide Wholesome, Delicious Snacks for Program Participants
Mom-Owned Companies Both Put Family Health at the Forefront



SAN DIEGO, CA (August XX, 2009) – **Stroller Strides®**, the country's largest and fastest-growing exercise program for new moms and their babies, is pleased to announce a partnership with **Snikiddy®**, manufacturer of Snikiddy Snacks® – simple and wholesome snacks for families.

“Stroller Strides and Snikiddy are both mom-owned companies that maintain many of the same values when it comes to promoting family health and wellness,” said Lisa Druxman, founder and CEO of Stroller Strides. “We are excited to partner with a company that offers delicious, all-natural snacks that our littlest Stroller Strides participants – and their moms – will love.”

Snikiddy will regularly provide samples of its Snikiddy Snacks Puffs and Cookies, which include Grilled Cheese Puffs, Nacho Cheese Puffs, Chocolate Chip Bites and Oatmeal Chocolate Bites, among others, to Stroller Strides locations across the country. Made with simple and pure ingredients including real cheese, butter, whole wheat flour and unrefined cane sugar, Snikiddy Snacks are absolutely free of trans fats, hydrogenated oils, high-fructose corn syrup, artificial flavors, colors and preservatives.

Stroller Strides participants will also be eligible to receive special coupons for savings on Snikiddy products and participate in exclusive prize contests, including the [current giveaway](#) of a Jamis Kids bicycle at www.snikiddy.com.

“At Snikiddy, we work to promote active and healthy lifestyles for both moms and kids, and we are thrilled to partner with a company that has similar core values,” said Mary Schulman, co-founder and EVP of marketing for Snikiddy. “Together, we can help to improve the fitness of families in neighborhoods across the country.”

In support of healthy snacking for moms, Stroller Strides also partners with LUNA® – the whole nutrition bar for women.

For more information about this partnership or to arrange an interview with either company, editorial media may contact Jordan at On the Horizon Communications at (805) 773-1000 or email jordan@thepressroom.com.

About Stroller Strides:

Stroller Strides classes are offered in over 900 locations in the United States and Canada. 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 now also offers prenatal Fit4Baby classes at locations nationwide. To further assist mothers in all aspects of their lives, Stroller Strides partners with Pampers®, LUNA®, Snikiddy® and BOB®. For more information about Stroller Strides, including class locations, visit www.strollerstrides.com.

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About Snikiddy:

Founded in 2006 by Janet Owings and Mary Schulman, (a mother/ daughter team with a passion for children's health), Snikiddy produces Snikiddy Snacks® - great tasting, kid-friendly snacks including Cheese Puffs and Cookies available in a variety of flavors and developed for kids and families. Made with the highest quality, simple and wholesome ingredients including real cheese, butter, whole wheat flour and unrefined cane sugar, Snikiddy Snacks® are perfect for lunchboxes, after school, and on-the-go snacks. Snikiddy Snacks® are sold in natural and conventional grocery stores across the country and Toys R Us, as well as online through Amazon.com and PeaPod.com. Founded in Bethesda, Md., the company also operates out of Boulder, Colo. For more information, visit www.snikiddy.com.