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Stroller Strides® Honors Three California Women in 2008 Awards Ceremony

SAN DIEGO, CA (October 24, 2008) – [Stroller Strides](#), the country's largest and fastest growing exercise program for new mothers and their babies, has announced the recipients of its highly-coveted awards for 2008, including *Franchisee of the Year*, *Instructor of the Year* and *LUNA® Moms Club of the Year*. Winners were recognized among their peers on Friday, October 17, during the [Stroller Strides National Conference](#) in San Diego – the franchised fitness company's most anticipated educational event of the year.

"We are so proud of these three amazing women, as they really embody every facet of the Stroller Strides mission," said Lisa Druxman, company founder. "They go above and beyond in creating a village of support and enrichment for their clients and are invaluable assets to the Stroller Strides team."

Award winners, who received gifts from BOB Strollers, among other items, are as follows:

- **2008 FRANCHISEE OF THE YEAR: Colleen Nettekoven of Laguna Niguel, CA**

Award Criteria: *Exemplifies the Stroller Strides vision by helping clients make strides in fitness, motherhood and life and living her life in the same fashion. Chosen by careful evaluation of business success; program offerings; and delivery of the Stroller Strides mission.*

About Colleen: A Stroller Strides franchisee since 2004, Colleen operates not one, but two territories that continue to be extremely successful, due in large part to her consistent commitment to providing clients with the best service possible. Colleen, a member of the Stroller Strides Franchisee Advisory Council, is very active in her community, assisting with events such as LUNAFEST, Adopt a Family and charity races, but is careful to maintain balance by designating time for both her family and herself.

- **2008 INSTRUCTOR OF THE YEAR: Danielle Rowan of Corona, CA**

Award Criteria: *Embodies Stroller Strides' core components by offering fitness for moms and fun for baby, but realizes the program is more than just a workout – it's a supportive and inspiring environment for mothers and an educational and enjoyable experience for children.*

About Danielle ("Dani"): Dani's Stroller Strides classes are successful because of her passion for sharing the program with other new moms and her desire to get to know both mom and baby. A huge advocate for continued education, she builds her popular class by utilizing current resources such as IDEA Fitness Journals and weekly exercises provided by Stroller Strides. Dani offers two themed classes each month and works actively with her LUNA Moms Club to get participants involved in a variety of Moms with a Mission events to raise funds and awareness for important causes.

- **2008 LUNA MOMS CLUB OF THE YEAR: Joelean Lambrecht of Visalia, CA**

Award Criteria: *LUNA Moms Clubs – offered through a partnership with Stroller Strides and LUNA – are an integral way in which Stroller Strides supports women through motherhood, as they offer moms a place to connect, have fun and work together to help the community and several charities.*

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About Joelean: Joelean keeps her LUNA Moms Club membership high by offering creative and meaningful weekly play dates and relaxing monthly Mom's Night Out activities and empowering moms to make a difference in the larger community on a quarterly basis. Comprised of all types of women from various backgrounds, the Visalia, CA LUNA Moms Club has partnered with Paradise House, a local women's nonprofit group that provides free services and supplies for new moms, and, through a Healthy Home Party, informed local nurses and new moms about the importance of removing environmental toxins from the home. Joelean always reminds Club members of the tremendous power they have to create change in themselves, their homes and within their communities.

For more information on the Stroller Strides award winners or to arrange an interview, editorial media may contact Jordan at On the Horizon Communications at (805) 773-1000 or jordan@thepressroom.com.

To inquire about franchising opportunities with Stroller Strides, please email info@strollerstrides.com or call (866) FIT4MOM.

Stroller Strides classes are offered in over 800 locations in the United States and now in 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. To further assist mothers in all aspects of their lives, Stroller Strides partners with LUNA® and BOB™. For more information about Stroller Strides, including class locations, visit www.strollerstrides.com.