

FOR IMMEDIATE RELEASE

**Stroller Strides® Diaper Derbies Support**  
**Pampers® “One Pack = One Vaccine” Program to Benefit UNICEF**  
*Fun Children’s Race Events Raise Funds to Help Protect the Health of Moms and Babies*



SAN DIEGO, CA (March 18, 2009) – Ready, set, crawl! [Stroller Strides](#), the country’s leading exercise program for new moms and their babies, is set to launch the first Healthy Moms, Healthy Babies Diaper Derby – a series of exciting “race” events for children that will support the Pampers [“One Pack = One Vaccine”](#) program to benefit UNICEF.

The Diaper Derbies will take place at Stroller Strides locations across the country in **March and April**.

As part of Stroller Strides’ partnership with [Pampers](#) to strengthen the companies’ joint mission of caring for babies, toddlers and moms, the Derbies will help raise funds and awareness for **“One Pack = One Vaccine,”** a program that helps UNICEF provide life-saving vaccines to protect women and their newborns against Maternal and Neonatal Tetanus (MNT) – a life threatening, but preventable disease which can be contracted during childbirth in unsanitary conditions.

**Entrance fee for the Derbies is the UPC label from specially marked Pampers diapers and wipes.**

“Just like Pampers, Stroller Strides stands behind causes that help support healthy moms and babies,” said Stroller Strides Founder Lisa Druxman. “The Diaper Derbies are a great way for families to participate in a wonderfully entertaining event, while also contributing to an impactful and life-changing program.”

The Diaper Derbies will include **several competitive heats**, including Crawlers (**under 12 months**); **Assisted Walkers (12-18 months)**; and **Runners (18-48 months)**; and will also feature a **speed diaper-changing contest** for moms. Heat winners will receive a baby body suit emblazoned with the message, “Together We Can Help Save a Life.”

For more details on Stroller Strides Diaper Derby locations and dates, editorial media may contact Jordan at On the Horizon Communications at (805) 773-1000 or [jordan@thepressroom.com](mailto:jordan@thepressroom.com).

[About Stroller Strides®](#)

Stroller Strides classes are offered in over 800 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® and BOB®. For more information about Stroller Strides, including class locations, visit [www.strollerstrides.com](http://www.strollerstrides.com).

[About Pampers®](#)

Pampers is a trademark of Procter & Gamble (NYSE:PG) and the company’s largest global brand and is the world’s top-selling diaper brand. Our business is inspired by babies and toddlers, created by Pampers. For more information on Pampers and the Pampers Parenting Network, visit [www.pampers.com](http://www.pampers.com).