

FOR IMMEDIATE RELEASE

Stroller Strides® Founder Shows Parents How to Avoid Stroller Stress for Baby *Parental Stimulation is Paramount to Stroller Design, Says Lisa Druxman*



SAN DIEGO, CA (December 8, 2008) – According to a [recent British study](#), babies pushed in an away-facing stroller could be more stressed than those who ride in a pram that faces the parent, as they're less likely to talk, laugh and interact during their stroll. But don't box up that forward-facing buggy just yet. [Lisa Druxman](#), founder of the country's largest stroller exercise program, [Stroller Strides](#), says baby is affected by the *quality* of the stroller experience – not the stroller itself.

“It's extremely important for parents to interact with baby during a stroller walk or jog, but it's okay if they're not face-to-face the entire time,” said Druxman, a pre/postnatal fitness expert and mother of two. “A forward-facing stroller ride can be an exciting adventure of sights, sounds and smells. It's really baby's opportunity to interact with the outside world.”

Druxman built her Stroller Strides program on the premise that baby can both be a part of Mom's postnatal exercise routine and reap important social and educational benefits. The total body workout that includes stroller power walking and body toning exercises weaves songs, rhymes and educational themes throughout, ensuring a stimulating and stress-free experience for pint-size stroller passengers.

For the majority of families who call a forward-facing stroller their favorite, Druxman (who favors the forward-facing models from [BOB®](#)) offers the **following tips to ensure a fun and interactive outing with baby, no matter the stroller design:**

- 1) **Stop occasionally during your stroller walk to perform a few exercises and park baby to face you.** He'll get a kick out of your bends and stretches, and the exercise routine can even help him learn direction, counting and tempo.
- 2) **Sing to your baby during your stroller walk.** Recite his favorite nursery rhyme or one from your iPod playlist – he'll appreciate the sound of your voice.
- 3) **Talk to your baby as you stroll, pointing out the blue sky, green grass or other interesting objects along the path.** This is a great educational opportunity – you'll engage his senses and increase his awareness of the surrounding environment.
- 4) **Play peek-a-boo with baby by occasionally adjusting his sun shade so that he can look up at you.** Some stroller brands such as BOB feature a clear window on the canopy so parents can easily peek in and say hello.
- 5) **Walk with another parent who has a small child or with a group of women in a class like Stroller Strides.** Baby and Mom will benefit from the social interaction.

“Parents who own forward-facing strollers needn't fret,” Druxman said. “The key to a successful stroller outing is to simply ensure baby is stimulated by both his surroundings and the sound of a familiar voice.”

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 Pampers®, LUNA® and BOB®. For more information about Stroller Strides, including class locations, visit www.strollerstrides.com.