

FOR IMMEDIATE RELEASE

Stroller Strides® Starts Franchising in British Columbia, Canada

Successful Postnatal Fitness Franchise Offers Opportunities for Moms Outside of the States

SAN DIEGO, CA (December 7, 2007) – **Stroller Strides, the country’s largest and fastest growing stroller exercise program, will bring its mission of “helping moms make strides in fitness, motherhood and life” to Canada, with franchising starting now in British Columbia.**

The Stroller Strides program, a total-body workout that moms can do with their babies, a stroller, exercise tubing and the outside environment, is available in more than 600 U.S. locations and provides a successful fitness plan and supportive social community for its more than 20,000 participants.

Started in 2001, the mommy-conscious company is the 17th fastest growing franchise in the country (*Franchise Times Magazine*, 2007).



“It’s so exciting to bring Stroller Strides to British Columbia, because it means that even more moms are going to have the opportunity to participate in this all around, feel-good program,” said Lisa Druxman, founder of Stroller Strides. “In addition to a fun and effective fitness routine, these women will gain access to an amazing support network, new friends and precious time spent bonding with their children through exercise.”

Years of continued interest generated from the area prompted Stroller Strides franchising to start in the Canadian province. Initial test locations in British Columbia proved successful, and as a result, there are **now several Stroller Strides franchise territories available for sale.**

Women can currently purchase a franchise, operate it in their locale, and sustain a rewarding and family-friendly career while working more or less from home. Those interested in this opportunity can find further information at www.strollerstrides.com/franchisee.php.

“Stroller Strides has always been firmly committed to making sure an international program would be just as superior as the original program, which has become so successful in the states,” said Druxman. “We are convinced that moms in British Columbia will greatly benefit from this wonderful new community resource.”

Stroller Strides classes are offered in more than 600 locations in the U.S. 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.