

FOR IMMEDIATE RELEASE

Stroller Strides® Launches National Get Fit Challenge in February *Moms Across the Country Get Motivated with Weekly Email Support, Measureable Results*



SAN DIEGO, CA (January 28, 2009) – *Change* is no doubt the common theme of the current era, but what are Americans doing to inspire personal transformations in their own lives?

Next month, hundreds of moms across the country will commit to better health by participating in the [Stroller Strides National Get Fit Challenge](#) – a free* three-month supported program that provides participants with tangible results and the tools to make lasting lifestyle changes.

Designed to complement Stroller Strides' total body exercise classes, the National Get Fit Challenge adds nutritional and motivational guidance for a comprehensive program that gives participants measureable results. Moms at least six weeks postpartum with a physician's clearance are welcome to participate.

"Through this National Challenge, we will show moms the incredible changes they can make in just three months in the way they view, fuel and take care of their bodies," said Lisa Druxman, founder of Stroller Strides. "Our goal is to not just inspire physical changes in participants, but to also help shift their perspectives about health and fitness, in general."

The National Get Fit Challenge will commence in February at 37 Stroller Strides franchise locations across the country, from California to New York. Participants will start by saying goodbye to the scale and submitting to either hydrostatic ("dunking") or physical fitness testing to gauge initial fitness levels. "Before" pictures will also be taken.

Throughout the next three months, in addition to continuing with regular Stroller Strides classes, **Get Fit Challenge participants will receive weekly informational emails, including:**

- Meal suggestions and nutrition tips
- Fitness tips that can be easily incorporated into everyday life
- Motivational quotes and words of inspiration

Participants can also connect through a [National Get Fit Challenge Facebook page](#) to share stories, recipes and help motivate one another.

The Challenge comes to a close in May, just in time for Mother's Day, and participants will once again be photographed and have their fitness levels tested to gauge results.

"Moms will be very surprised to see how far they've come by incorporating simple, healthy habits into their everyday routine," Druxman said. "Unlike so many fad diets and weight-loss gimmicks, the Get Fit Challenge gives participants the tools to make changes that will last a lifetime."

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For more information on Stroller Strides' National Get Fit Challenge or for a list of all participating franchise locations, editorial media may contact Jordan at On the Horizon Communications at (805) 773-1000 or email jordan@thepressroom.com.

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.

**For franchise locations utilizing hydrostatic testing, a fee may be required.*