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Stroller Strides® in Sync with Top 2009 Fitness Trends, Offers Added Value for Budget-Conscious Consumers

SAN DIEGO, CA (January 19, 2009) – Boot camp workouts, circuit training programs, and a return to fitness basics round out the [top 10 fitness trends for 2009](#) recently released by the American Council on Exercise (ACE). But the overarching theme for fitness in the New Year? **Getting more bang for the buck.**

As **value** becomes increasingly important in today's uncertain economy, consumers will no doubt seek out fitness programs that target not just one, but several of these predicted trends. **For new moms looking for an effective way to lose the baby weight without breaking the bank, a smart investment is [Stroller Strides](#)** – the country's largest and fastest-growing stroller exercise program offered in more than 800 locations.



The total body postnatal exercise classes not only **save families babysitting fees – since baby is part of the fitness program** – but also offer **added value** through **free playgroups, mom's night out activities and more.**

Best of all, **Stroller Strides is in sync with several of the top fitness trends for 2009**, including the following:

- **Boot Camp-Style Workouts.** Similar to a boot camp-style workout but without the military intensity, Stroller Strides helps moms strengthen large muscle groups by using their body weight and the outside environment. A varied and challenging program, classes incorporate push-ups at picnic tables, tricep dips at park benches, squats, lunges and plank exercises. Not to be likened to drill sergeants, instructors stay attentive to and respectful of each mom's unique level of fitness and adjust intensity accordingly.
- **Budget-Friendly Workouts.** Stroller Strides classes are affordable and actually decrease in price the more you attend! Unlike a gym membership or other organized exercise class, babies are part of the program, so no fees are required for daycare, and participants utilize the outdoor environment – a free resource – as equipment. Additionally, Stroller Strides members save on other family expenses by gaining free access to regular children's playgroups and mom's night out activities through the LUNA Moms Club.
- **Getting Back to Basics.** Stroller Strides is anything but a *standard* workout routine, however the program does adhere to tried-and-true fitness basics. Using simple equipment including a stroller, resistance tubing and common outdoor fixtures (think park benches, walls and fences), participants shed the baby weight through good- old-fashioned power walking, push-ups, bicep curls, crunches and more.
- **Circuit Training.** Operated in an interval-style format, Stroller Strides classes combine cardio (power walking) with strength training and toning stations designed to target specific muscle groups. The result is a total body workout.

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- **Boomer Fitness.** As baby boomers jump on the fitness bandwagon, Stroller Strides offers a fun way for the fifty-plus generation to bond with their grandchildren. Grandparents are always welcome to participate in the program – and Mom would surely appreciate some quiet time off!

A complete list of the 2009 top 10 fitness trends as compiled by ACE can be found at www.acefitness.org.

For more information on Stroller Strides or to set up an interview with program founder Lisa Druxman, editorial media may contact Jordan at On the Horizon Communications at (805) 773-1000 or 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.