

FOR IMMEDIATE RELEASE

Stroller Strides® Founder Lisa Druxman a Semi-Finalist for “America’s Favorite Mom”
San Diego-Based Mompreneur to be Featured on NBC’s Today Show; Will Compete for Top Honor



SAN DIEGO, CA (May 1, 2008) - [Lisa Druxman](#), founder of [Stroller Strides](#), the country’s largest and fastest growing fitness program for new moms and their babies, has been named one of 15 semi-finalists for “America’s Favorite Mom,” a nationwide multimedia event presented by Teleflora that recognizes moms who make a difference in the lives of their families, communities and the world.

Druxman, along with the other 14 semi-finalists, will be featured on NBC’s *Today* Show during the week leading up to Mother’s Day, May 5-9. Each day, America will vote on who will continue into the final round. Druxman will share her story on *Today* on Tuesday, May 6 during the 9 o’clock hour.

Once the votes are tallied, the winning mom will be crowned during the primetime television special, “Teleflora presents America’s Favorite Mom,” airing on Mother’s Day Sunday, May 11 at 7 p.m. EDT.

“It is such an incredible honor to be recognized as a semi-finalist for ‘America’s Favorite Mom,’” said Druxman. “My mission with Stroller Strides has always been to celebrate, empower and support all moms, so this acknowledgement means a great deal to me.”

The search for “America’s Favorite Mom” began on January 7 when family and friends were asked to recognize the inspiring mothers in their lives by submitting nominations on [AmericasFavoriteMom.com](#).

Druxman was nominated for both her outstanding commitment to her two young children and for her passion for empowering other mothers through Stroller Strides. In her work with the program, Druxman has created an environment for thousands of moms to regain confidence and a healthy physique through postnatal exercise, while at the same time develop a strong social community imperative to new-mom health. In addition, Druxman has further supported moms by providing them with the opportunity to have a family-friendly, flexible career through Stroller Strides franchising.

To choose Lisa Druxman as “America’s Favorite Mom,” please click [here](#) to cast your vote during the week of May 5-9.

For additional information on Lisa Druxman or Stroller Strides, or to arrange an interview, please contact Jordan at On the Horizon Communications (805) 773-1000 or email jordan@thepressroom.com.

Stroller Strides classes are offered in nearly 700 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 Stride Rite®, LUNA® and BOB™. For more information about Stroller Strides, including class locations, visit www.strollerstrides.com.