

FOR IMMEDIATE RELEASE

Stroller Strides® Founder Lisa Druxman Named San Diego's 2008 Woman Business Owner of the Year



SAN DIEGO, CA (May 30, 2008) – Lisa Druxman, founder of Stroller Strides, the nation's largest and fastest growing exercise program for new moms and their babies, has been **named 2008 Woman Business Owner of the Year by San Diego's Chapter of National Association of Women Business Owners (NAWBO).**

Druxman received the award, which **recognizes an outstanding business owner who exemplifies the characteristics of a leader in the San Diego market**, at NAWBO's annual BRAVO! Awards Gala on May 22. Chosen from 25 nominees, Druxman was honored among some of San Diego's most innovative and inspiring female business owners.

"It's an honor to present Lisa Druxman with the NAWBO BRAVO! 2008 Woman Business Owner of the Year Award," said Claudia Klaus, president of the NAWBO San Diego Chapter. "Lisa embodies all that we strive to have...balance in our lives. She has a beautiful family, a thriving business and a winning attitude."

The winner of the prestigious title was determined by the San Diego Chapter of NAWBO Board of Directors. Nominations were reviewed and voted on based upon criteria that included years in business, innovation of product or service, accomplishments, community involvement, opportunities for growth, and company practices, among other items.

"Receiving this award is both exciting and inspiring," said Druxman. "It feels incredible to be recognized by peers among an extremely talented and accomplished group of San Diego's finest businesswomen. I'm extremely honored."

Druxman started Stroller Strides in 2001 after the birth of her first child. Wanting to combine her passion for fitness and motherhood, she developed a total body exercise program that she could do *with* her new son. Druxman began offering classes in her San Marcos, CA neighborhood, and soon enough, a small business was born. Stroller Strides is now a franchised company that serves over 20,000 moms in more than 700 locations in the United States and Canada.

In addition to employing a San Diego-based corporate team of 10 women, Druxman also enables hundreds of women to own and operate a rewarding and family-friendly business in their own communities through Stroller Strides franchising.

For more information or interviews, editorial media can contact Jordan at On the Horizon Communications (805) 773-1000 or email jordan@thepressroom.com.

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