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## **Moms Move Up with Flourishing, Family-Centered Careers**

*Some of the Country's Fastest-Growing Franchises are Made Just for Moms*

SAN DIEGO, CA (November 19, 2007) – Mothers have historically taken on the role as the world's caretakers, but current trends are showing that these women are finally taking care of themselves, in addition to their families. **The rise of the maternal mogul is evidenced by the fact that some of the country's fastest growing franchises are not just mommy-owned, but also family-focused.**

Stroller Strides, LLC is a franchised company that offers stroller exercise classes for women and their babies in over 600 locations nationwide. The largest and fastest growing program of its kind, the young company started by one mother in 2001 is **currently ranked on *Franchise Times'* "Fast 55" list as the 17<sup>th</sup> fastest growing franchise in the country.**

**The company's unique selling point? Franchise owners can work more or less from home, choose their own hours and can always bring their children to work.**

"Women today want it all – their own businesses where they call the shots and a career that's conscious of their important role as a mother," says Lisa Druxman, a mother of two and founder of Stroller Strides. "Traditional career options are simply not supportive of motherhood. Today's Mom wants a rewarding and stimulating occupation that doesn't come at the price of family."

After the birth of her first son, Druxman started Stroller Strides because she wanted a career that blended her passion for fitness and motherhood. When her neighborhood stroller fitness class grew from one location with four moms to twelve locations with over 1,000 moms in the first year, she knew a mommy-friendly business had successfully been born.

"Shortly after we started, we began getting Stroller Strides class requests from around the country," says Druxman. "I realized that the model I created could easily be shared with other women who shared my same passions."

Thus, Stroller Strides began offering franchises, enabling women to "purchase" the use of the established Stroller Strides brand and offer the classes in their own neighborhoods. Set up as a "turnkey" operation, Stroller Strides franchise owners are provided with all of the information and materials necessary to begin implementing a local program immediately, with no prior fitness industry or business experience.

The appeal of being in business for yourself, but not by yourself, and the benefits of operating a franchise around a family-centered schedule have certainly caught the attention of the child-rearing population. There are currently 218 Stroller Strides franchises operating nationwide, and an average of six to 10 new franchisees are brought on each month.

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“I knew the moment I started my first Stroller Strides class that this was a good fit for me, socially and professionally,” says Amy Fallavena, owner of the Tracy, CA Stroller Strides franchise. “It reflects my values of health, fitness and family and is a wonderful way to meet friends for myself and for my children.”

Fallavena, like many Stroller Strides franchise owners, appreciates not only the support she receives as a mother, but also the “security blankets” that are provided for her business through the company, including: an online network of franchisees; support and guidance from the corporate office; an internet-based business center for access to business files, forms and templates; a personal web page; exposure from national advertising and public relations campaigns, and more.

“One of the things I value most about being a Stroller Strides franchisee is that I can connect with a very active online network of other franchisees, which serves as a forum for asking questions and receiving suggestions and support,” says Fallavena. “If I don’t have an answer or need guidance on where to take my business next, they are my first resource, and rightly so. I wouldn’t have this option if I’d started a business on my own.”

[Stroller Strides franchisee plans](#) are based on territory size and require a one-time franchising fee (starting at \$3,300) and a monthly fee (starting at \$160).

And, best of all, the low cost investment is available to any woman who is looking for a challenging and rewarding career that places a high value on family.

“Our franchisees range from stay-at-home moms to accountants to artists to attorneys,” says Druxman. “There is no ‘average’ Stroller Strides franchisee profile, aside from the fact that all are passionate about fitness and motherhood. With the right personality and drive, anyone can succeed if they follow our program.”

Stroller Strides classes are offered in more than 600 locations nationwide. 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](http://www.strollerstrides.com).