

## FOR IMMEDIATE RELEASE

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### **Stroller Strides® Partners with the March of Dimes® to "March for Babies"**

*Women's fitness franchise spotlights rising trend in preterm births*

**SAN MARCOS, Calif. (Grassroots Newswire) <Date>** - Today, one in eight babies in the U.S. is born prematurely, making premature birth the leading killer of America's newborns. To help focus attention on the serious health complications of preterm births, [Stroller Strides](#), the country's largest [pre-natal and post-natal exercise program for new moms](#) and their babies, is again partnering with the [March of Dimes](#) to support the "[March for Babies](#)" campaign to help focus attention on this serious health problem.

"Every day, we help moms and their babies focus on staying strong and healthy," said [Lisa Druxman](#), founder of Stroller Strides. "Our support of the "March for Babies" campaign is a natural extension of that focus. It's a privilege to be able to contribute to the March of Dimes' important work to decrease the number of preterm births in the U.S."

The "March for Babies" campaign is the March of Dimes' biggest fundraiser and, according to Druxman, Stroller Strides has been an important part of that success. Last year, Druxman presented a check for \$92,000 to the March of Dimes' [2010 National Ambassador](#) Joshua Hoffman at the Stroller Strides national convention in San Diego, CA, topping the previous year's contribution by \$11,000. This year, Stroller Strides franchisees and corporate team members hope to raise \$111,000 through their March of Dimes' "March for Babies" fundraiser.

"All of us at Stroller Strides are dedicated to this very important cause," said Druxman. "Our members, our franchisees and our corporate team all played a role in past successes, and I know that together we will reach, or even exceed, our fundraising goal this year."

LUNA® [Moms Clubs](#), offered at every Stroller Strides location will focus their quarterly "Moms with a Mission" program on local March for Babies walk events. Events take place in more than 900 locations across the United States, the District of Columbia and Puerto Rico in April and May, 2011. Moms can sign up through their individual LUNA Moms Clubs Powered by Stroller Strides, secure sponsor donations and then participate in a walk event in their local community.

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality. Individuals and organizations can start their team at [marchforbabies.org](http://marchforbabies.org).

Moms at Stroller Strides' more than 1,200 locations can join LUNA Moms Clubs Powered by Stroller Strides for free. Babies benefit from the fun activities that focus on "[mommy and me](#)," and all Stroller Strides clubs offer regular parent/child playgroup activities and a beneficial support network for moms. The clubs also organize quarterly "Moms with a Mission" activities designed to strengthen local communities by giving back to children, families and the environment.

For more information on Stroller Strides, please visit [www.strollerstrides.com](http://www.strollerstrides.com).

### **About Stroller Strides**

Ranked among [Entrepreneur Magazine's Fastest Growing Franchises in 2010](#), Stroller Strides offers classes in more than 1,200 locations in the United States and Puerto Rico. 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 [Reebok](#)<sup>®</sup>, [Plum Organics](#)<sup>™</sup>, [LUNA](#)<sup>®</sup> and [BOB](#)<sup>®</sup>. For more information about Stroller Strides, including class locations, visit [www.strollerstrides.com](http://www.strollerstrides.com).

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