

## FOR IMMEDIATE RELEASE

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### **Stroller Strides® Launches Online Community for Moms to Connect**

*New site provides expert blog community, mom forum and online education*

**SAN MARCOS, Calif. (Grassroots Newswire) APRIL 6, 2011-** Stroller Strides, the country's largest [pre- and post-natal fitness](#) program for new moms and their babies, today announced the official launch of [Stroller Strides'](#) new website and online community for moms. With the site's enhanced features, moms of all ages can join local groups and find advice from Stroller Strides' expert blogger community or from other moms in the new online [Fit Mom Forum](#).

"With close to 15,000 members nationwide, we've maintained a strong and very large 'off-line' community for years," says Lisa Druxman, founder and CEO of Stroller Strides. "It seems only logical to bring our community together online. Our new, redesigned site embodies the vision that inspired me to found Stroller Strides and represents the company's commitment to the growing needs of our franchisees and members."

The new website offers the following features to community members:

- **Fit Mom Forum:** Find information about everything from nursery décor to choosing the right pediatrician. Moms of all ages can join the forum and get answers to their questions from knowledgeable women who have been there. Some of the categories include topics on pregnancy, parenting advice, pre and postnatal fitness and recipes and nutrition.
- **Online Education:** Stroller Strides is one of the nation's leading [pre-natal and post-natal fitness educators](#). Fitness professionals can broaden their certifications and receive online continuing education credits for fitness programs that fit all stages of motherhood, including business courses to help them market their services.
- **Blog Community:** Find [local blogs](#) from Stroller Strides franchisees all across the country including Puerto Rico. Also featured are the blogs from Stroller Strides [board of experts](#). Experts include pediatrition, Dr. Alan Greene, Kim Walls, founder of Episencial, nutrition counselor, Dominique Adair, M.S., RD and San Diego Obstetrician and Gynecologist, Dr. Robert Biter.

"I'm very excited about the new features on our website," says Druxman. "Now our members can benefit from the experiences and ideas of a wider community of both moms and experts as they share their own thoughts and concerns. In fact, our new website will benefit our entire community as a source of information ranging from parenting tips to pre- and post-natal online education for fitness professionals."

Stroller Strides offers a total fitness program for new moms with exercises they can do with their babies. The program incorporates power walking with intervals of strength and body toning using exercise tubing and the stroller. All classes are taught by nationally certified instructors, and focus on improving cardiovascular endurance, strength and flexibility.

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®, Plum Organics™, Revolution Foods™, LUNA® and BOB®. For more information about Stroller Strides, including class locations, visit [www.strollerstrides.com](http://www.strollerstrides.com).