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Women Entrepreneurs Now Own 7.8 Million Small Businesses in the U.S., an Increase of 20.1 Percent Since 2002

*Stroller Strides celebrates women and their contribution to the nation's
economy during National Small Business Week*

SAN MARCOS, Calif. (Grassroots Newswire) <Date> –This year, as business and government leaders prepare to gather in Washington, D.C. to celebrate [National Small Business Week](#) (May 16-20), [Stroller Strides](#) wants to highlight the fact that today, according to the [National Women's Business Council](#) (NWBC), women own 7.8 million of the 27.2 million small businesses in America.

This statistic does not surprise Lisa Druxman, founder and CEO of Stroller Strides, who says, "A difficult economy has driven many women back to work, and business ownership has become an attractive option for women who want to [balance family life](#) with the need to contribute to the family budget. Franchises like Stroller Strides that are [supportive of motherhood](#) offer women the challenge and freedom of entrepreneurship, within a [proven business framework](#) that helps ensure their success."

This year's celebration marks the 58th anniversary of the U.S. Small Business Administration and the 48th annual observance of National Small Business Week, and over the years, the role of women as entrepreneurs has grown. From 2002 to 2007, the most recent year for which figures are available, the number of [women-owned businesses](#) grew by 20.1 percent. Today, according to figures compiled by the [Center for Women's Business Research](#), one in five firms with revenues of \$1 million or more is woman-owned.

"National Small Business Week has traditionally honored the contributions that entrepreneurs and small business owners make to the nation's economy and overall job picture. Increasingly, the focus of the week has shifted to include women as an important and growing segment of [small business owners](#)," said Druxman. "Stroller Strides is proud to have empowered many of those women."

Stroller Strides provides [pre- and post-natal fitness](#) programs for moms and their babies. The franchise is a natural fit for women who want to balance economic necessity with the demands of motherhood because Stroller Strides programs are designed for, and run by, mothers. And, while business experience is a plus, Stroller Strides offers inexperienced entrepreneurs the traditional benefits of [franchise ownership](#) by providing ample support and guidance to help them select a location, recruit and hire instructors, and promote their business through marketing and public relations outreach.

"Our network of more than 1,200 experienced Stroller Strides locations helps mentor new franchisees as they learn through doing and experience," says Druxman. "And, our tried and tested business services help women quickly become independent agents with the legal right to set up their own businesses. The most important asset a woman can bring to this business, or any business, is the willingness to learn, the determination to succeed and a passion for the task at hand."

For more information about the Stroller Strides program, please visit 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.

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