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FOR IMMEDIATE RELEASE

BOB® Sponsored Mom Chases Guinness World Record for Running with Stroller *Vancouver Stroller-Runner Offers Five Tips for Training and Racing with Baby*

CHARLOTTE, NC (March 14, 2012) - [BOB](#), a leading manufacturer of strollers and stroller accessories that allow active parents to take their little ones anywhere life moves them, has partnered with Vancouver competitive runner and coach Allison Tai in her effort to set the Guinness World Record for running with a stroller in various distances.



As there are currently no records set, Tai aims to set the record for women running with strollers in the 5K, 8K, 10K, 10 mile, half-mile and marathon distances, using her BOB Ironman® stroller.* **Her first race in this effort is the BMO St. Patrick's Day 5K on March 17, 2012.**



Tai, who worked her way back from a severe injury after being hit on her bike by a truck in 2006, competes regularly in races of various distances and is a certified Canfitpro PRO TRAINER for the Group Fitness Specialist program and Pre and Post Natal Fitness Instructor Specialist program.

Tai says she looks forward to the challenge as well as the opportunity to show moms everywhere the value of training and racing with their babies.

Below, Allison Tai shares five tips for new mothers setting out to achieve their running goals, with baby in tow.

Allison Tai's 5 Tips for Stroller-Running

1. Baby Comes First

Your baby is still your first priority and that's okay. Give yourself permission to be a mom first, even if it means walking home and calling it a day. I use the BOB Snack Tray accessory to provide my little one some space for a toy or snacks to entertain her as we run. I also keep a hip sling in the back pocket of my BOB Ironman so that, should today not be the day for running, I don't give myself an arm cramp carrying her home.

2. Comfort Comes Second

I have the BOB Warm Fuzzy pad under my baby, a nice fluffy blanket, and (since it rains often where I live) often the BOB Weather Shield over the stroller. Be sure to check your baby's hands, toes and the nape of the neck often to make sure they are warm or cool enough, and keep an eye on the large viewing window of the stroller canopy. Keep in mind that conditions can change in a snap; I always carry my BOB Weather Shield, BOB Solar Shield, baby SPF lotion and an extra blanket just in case.

3. Take Baby Steps

If you are just getting back into running, start gradually. If you do too much, too soon, you are setting yourself up for injury or burn-out. Little steps make a big impact.

- Start with one minute of walking and two minutes of jogging at a pace that is not much faster than a walk.
- Work your way into jogging further by adding on no more than ten percent each week in terms of distance or time. For example: two minutes of jogging week one; 2:15 minutes in week two; and so on, always with a one minute easy walk/rest in between. Approximately 20-30 minutes total should do at first.
- Once you make it to ten minutes of jogging with one minute of walking you can increase the time with the same gradual ten percent increments to 40-60 minutes total time.
- Don't forget to do some easy walking beforehand and afterwards for your warm-up and cool-down.

4. Gear Up

Running with your baby is a lot less expensive than taking classes or hiring a sitter, so give yourself permission to buy good equipment. I have raced with and had great outcomes against non-stroller-pushers using my BOB Ironman stroller. It's amazing what a difference a light, agile jogging stroller can make!

Good shoes will also go a long way in keeping you injury-free and working toward your goals. Be sure to purchase blinking lights and a headlamp that can be secured to your stroller handlebar, in case you are out after dark.

5. Have Fun

The absolute most important thing is that you have fun! It's great for both you and your baby to get outside for some fresh air and movement. You will probably end up with a happier baby and you will almost certainly end up being a happier mom!

Look for BOB strollers and accessories in baby stores and sporting goods stores nationwide. BOB formed in 1994 as one of the first manufacturers of single-wheeled bicycle cargo trailers. As the founders of the company became fathers, they designed and developed the first Sport Utility Stroller in 1998. For more information, visit the website at www.bobgear.com.

Editorial media interested in additional information, images or samples for review can contact Jamie Relth at On the Horizon Communications: (805) 773-1000; jamie@thepressroom.com.

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