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FOR IMMEDIATE RELEASE

## Fitness Expert Lisa Druxman Shares Five Tips For New Moms' New Year's Fitness Goals

*Variation, Spontaneity and BOB® Strollers Help Spell Success, Says Stroller Strides® Founder*

CHARLOTTE, NC (December 19, 2012) – Committing to a proactive New Year's fitness routine is easy, pre-baby, but with parenthood comes a plethora of challenges that can land even the best-laid exercise resolutions on the back burner. So how do you stay committed in 2013? Postnatal fitness expert and [Stroller Strides](#) founder [Lisa Druxman](#) weighs in with some tips to keep Mom motivated to stick with her postnatal workout – with the help of her [BOB stroller](#).



**1. Establish a Schedule.** “Walking is one of the first activities your doctor will release you to do following childbirth, and it’s a great way to get some fresh air and take baby steps toward regaining strength,” says Druxman. “Getting your baby used to the stroller and a routine will help you build the foundation for longer walks and workouts. Try to walk at approximately the same time each day so both you and baby can develop a rhythm in your schedules.”

- The [BOB Infant Car Seat Adapter](#) and [BOB B-SAFE Infant Car Seat](#) by BRITAX help new moms get rolling on a fitness routine by enabling infants to ride in the stroller from birth. The convenient adapter easily “clicks” into place to attach the matching car seat, and it can be folded with the stroller when the walk is over.

**2. Change up your course.** “Establishing a routine is key to sustaining a fitness regimen all year, but that doesn’t mean you can’t get creative with it,” says Druxman. “BOB strollers are great for the sidewalk, but many models also excel on off-road trails and even the beach! Exploring new terrain stimulates baby with new sights, smells and sounds, and you benefit because you’re cross-training. Some paths may offer more incline, providing you with a strength workout, while others allow you to work on your speed and maybe pick up a run. Your stroller walks can and should become not only your workout, but your daily adventure.”

- The [BOB Revolution® SE](#) (Sport Experience), [Stroller Strides® Stroller\\*](#) and [Sport Utility Stroller](#) offer limitless terrain possibilities for postnatal fitness, due to sturdy 16” rear tires and a robust and adjustable suspension system, promising an exceptionally smooth ride, no matter if you stick to the pavement or explore paths less traveled.

**3. Beat boredom with intervals.** “Getting out and about with your stroller isn’t confined to just walking,” says Druxman. “Turn your stroller outing into a total body workout by mixing it up with walking, running and toning intervals. To get the best fitness results in the least amount of time, increase your intensity by picking up your speed for short intervals. Then follow it up with a lighter intensity or strength training station. If you have the BOB Stroller Strides Stroller, you can easily pull out your exercise tubing and do a set of bicep curls. Or, try walking lunges with your stroller to get a great lower body workout. Several of the BOB strollers feature a front wheel with both a swivel and lockout capability, which helps support a versatile, interval-style workout.”

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- The BOB Revolution [SE](#) and [CE](#) (City Experience) models, as well as the [Stroller Strides Stroller](#), are designed with a smaller, 12" front wheel that can swivel – offering superior maneuverability during strolls – *and* be locked forward to provide added stability during jogs and off-road endeavors. Additionally, the Stroller Strides Stroller includes a [Fitness Kit](#) (also sold separately), complete with everything one needs to turn a stroller walk into a total body workout: a [Handlebar Console](#) with two water bottle holders; exercise tubing; and a fitness manual to help guide the workout.

**4. Incorporate impromptu exercise.** “Fitting fitness into the nooks and crannies of your day will create a stronger, fitter you in 2013,” says Druxman. “Your stroller should go everywhere you go so that your free time can be maximized with exercise. Perhaps you have an extra half-hour before picking the older kids up from school or you see a great park on your way home from a lunch date – you’ll be amazed how often fitness opportunities crop up!”

- All BOB strollers offer a quick, two-step folding system and a handy fold lock for convenient stow-and-go portability. Additionally, their slim, lightweight design easily fits in the trunk of most vehicles.

**5. Let fitness be fun.** “You won’t continue with a fitness routine if you don’t find it personally rewarding, so pick a program that offers big benefits to you,” says Druxman. “Stroller Strides classes not only provide a fun and effective stroller-based workout, but they also help you meet other new mommies and bond with your baby through exercise. At the least, incorporate other moms into your fitness routine – it’s great to be surrounded by women who can encourage you and support you through the various stages of motherhood – and your New Year’s fitness resolutions.”

- The BOB [Stroller Strides Stroller](#) is the official stroller of Stroller Strides, the country’s largest and fastest-growing fitness program for new moms and their babies.

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](http://www.bobgear.com).

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

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