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FOR IMMEDIATE RELEASE

## BOB Offers 5 Freedom-Giving Gifts for the New Mom this Mother’s Day

CHARLOTTE, NC (April 18, 2012) – There is nothing more in demand, and less in supply, than *freedom* for a new mother. Free up her time, hands, exercise regimen and more with BOB strollers and accessories this Mother’s Day, offering moms the freedom to:



### 1. Explore Paths Less-Traveled

Break free from urban sprawl or suburban predictability with BOB’s innovative, off-road strollers that allow moms to take their little ones anywhere their lifestyles move them. Walk through the woods with the [BOB Revolution SE’s](#) high-impact polymer composite wheels (the swiveling front wheel can be locked forward for stability on bumpy roads) and state-of-the-art suspension, allowing baby a cushy ride. Or, hit the sandy beach and let the peaceful sound of waves rock baby to sleep, as mom soaks up the restorative sights, sounds and smells.

### 2. Let Go of Burdens

When heavy purses, diaper bags, lunch bags and other on-the-go packs are weighing her down, BOB storage features help to lift the burden. Accessories like the [Handlebar Console](#) and [Snack Tray](#), and the built-in storage pockets and Lowboy Cargo Basket in BOB strollers allow moms the freedom to pack away essentials like cell phones, snacks, diapers, toys, and keys—leaving the hands free to simply grab the handlebar and push off on an unfettered adventure.



### 3. Find “Me” Time

For moms, it can seem like there are not enough hours in the day to fit in fitness. Give her a break with the [BOB Stroller Strides® Stroller](#),\* a high-performance model that allows her to cross-train with her tiny passenger in tow. Featuring a [Stroller Strides Fitness Kit](#), complete with a [Handlebar Console](#), exercise tubing and a Stroller Strides exercise manual to help guide her workout, this stroller helps turn baby’s daily outing into a bona fide workout.

### 4. Turn Left or Right

It’s easy to feel locked in as a new mom. But the [BOB Revolution SE](#) stroller features a versatile front wheel that can swivel to offer superior maneuverability or be locked forward for increased stability while jogging or training on tough terrain. Moms choose the mode and make the switch with one easy click.

### 5. Feel Mobile at Every Stage

Accommodating both infants and toddlers, fully-accessorized BOB strollers can support children from [infancy up to 70 pounds](#) with adjustable suspension ensuring comfort at every stage. Moms seeking a breath of fresh air can stroll with a newborn using the [Infant Car Seat Adapter](#) accessory, which easily “clicks” into the no-fuss [Accessory Adapter](#) (built into 2011 BOB strollers). As baby grows, they can remove the accessory and replace it with the Snack Tray to hold a toddler’s toys and snacks as he rides in the “Big Kid” seat.

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 Jamie Relth at On the Horizon Communications: (805) 773-1000; [jamie@thepressroom.com](mailto:jamie@thepressroom.com)

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