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## **Stroller Strides® Helps Bring First Stroll 'n' Stride Family Fitness Event to San Diego County in September**

CARLSBAD, CA (August XX, 2006) – Stroller Strides has always offered mothers a fun way to get fit with their babies, but this September, the nationwide stroller workout program is making fitness a family affair – inviting dads, grandparents, aunts, uncles and more to participate in the **first ever Stroll 'n' Stride – a family fitness day taking place on Saturday, September 16<sup>th</sup> at LEGOLAND® California in Carlsbad, CA.**

Open to the general public, the Stroll 'n' Stride event will center around a 5K stroller walk for families beginning at 8 a.m. Portions of the walk will take participants through LEGOLAND California and past a number of the family theme park's more than 50 rides, shows and attractions. Additional activities following the walk and held just outside the park until 12 p.m. will include an "I'm a Fit Kid" obstacle course for children beyond the stroller age to test their fitness chops, a Healthy Family Expo featuring a wide assortment of children's products and services, games, face painters, clowns, music and more. **Online registration for the 5K Stroll 'n' Stride stroller walk can be completed now at [www.inmotionevents.com](http://www.inmotionevents.com) and closes September 14 just before midnight.**

**The registration fee for the 5K is \$20 for adults and \$15 for children 12 and under prior to September 8 and \$25 and \$20, respectively, after this date. Children riding in strollers are free and the registration fee includes an event t-shirt and goodie bag. All proceeds from Stroll 'n' Stride will benefit children's programming at KPBS.** However, many of the day's activities, including the Healthy Family Expo, are free. All Stroll 'n' Stride participants will also receive a LEGOLAND California voucher for 50 percent off admission on either Saturday, September 16 or Sunday, September 17 for up to six guests.

Adults participating in Stroll 'n' Stride will have the opportunity to gain access to valuable information and products pertaining to children, health, nutrition and exercise, while kids can partake in fun fitness challenges and enjoy live entertainment, including appearances by KBPS characters Clifford the Big Red Dog, Arthur and Maya & Miguel.

The Stroll 'n' Stride event is part of Stroller Strides' Fifth Anniversary celebration. The franchised fitness program celebrates five years of helping women across the country achieve their ultimate physical and emotional potential this August.

"It is with great excitement and pride that we bring the first family stroller event to Southern California," said Stroller Strides Founder Lisa Druxman. "Stroll 'n' Stride offers up an opportunity for families to further their bond through all of the fun aspects of fitness. It's a great way to build excitement and enthusiasm around exercise."

Stroller Strides has partnered with event marketing and management firm In Motion Events, as well as sponsors KPBS, LEGOLAND California and BOB™ to produce the family fitness festivities. In Motion Events is highly regarded for their production of many leading running and walking events in Southern California, including the Union-Tribune Kids Magic Mile, which attracts thousands of kids and parents each year.

Stroller Strides and In Motion Events plan to make the Carlsbad Stroll 'n' Stride the first of a series of family stroller walk events to be held in multiple cities across the country in the near future.

For further event details, please contact In Motion Events at (760) 692-2900 or visit [www.inmotionevents.com](http://www.inmotionevents.com).

Stroller Strides classes are offered in more than 300 locations nationwide. 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. Stroller Strides franchises are available for those interested in a home-based, family-friendly business. For more information about Stroller Strides, including class locations, visit [www.strollerstrides.com](http://www.strollerstrides.com).