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### **MEDIA ALERT**

## **FIT4MOM'S STROLLER STRIDES CELEBRATES 12<sup>th</sup> ANNIVERSARY AT DESERT RIDGE MARKETPLACE *Valley Moms Come Together to "Work It" on Friday, Sept. 30***

**Who:** FIT4MOM of Phoenix & Scottsdale, part of the country's largest and fastest growing fitness program for moms and their babies, has a lot of reason to get moving and celebrate as it approaches the 12<sup>th</sup> Anniversary of Stroller Strides in Phoenix by offering a free class, raffle prizes, refreshments and more at Desert Ridge Marketplace, Arizona's premier shopping, dining and entertainment destination.

**What:** The FIT4MOM Stroller Strides 12<sup>th</sup> Anniversary is FREE and the first 100 attendees to arrive will receive a gift bag, as well as a chance to win the Fitness Raffle with prizes that include:

- Sole Sports Running Stores gift cards;
- A Kindermusik session valued at \$230 with Miss Brenlie and Friends;
- A session of Soccer Shots with Soccer Shots Phoenix;
- Items from As You Wish Pottery at Desert Ridge; and
- FIT4MOM gear, along with much more!

Complimentary refreshments immediately following the class will be offered and moms and their kids can enjoy free open play at The Play Factory from 11 a.m. to 1 p.m.

FIT4MOM inspires moms across the country to achieve their ultimate potential, both physically and emotionally. The FIT4MOM class will be led by certified instructors, and focus on the areas that new moms want help toning. Pregnant and new moms alike are invited to stretch and stride with their strollers.

**When:** Friday, Sept. 30, 9:30 – 10:30 a.m. (Registration opens at 8:30 a.m.)

**Where:** Desert Ridge Marketplace  
21001 N. Tatum Blvd. in Phoenix (Located at the Loop 101 & Tatum Blvd.)

### **About Desert Ridge Marketplace**

As Arizona's premier shopping, dining and entertainment destination, Desert Ridge Marketplace delivers the ultimate shopping experience in a distinctive outdoor setting. Immerse your shopping senses in a unique blend of specialty retailers; restaurants and entertainment venues spread over 110 acres. The center's 1.2 million square feet of retail space – home to over 100 retailers and restaurants – bursts with color, energy and fun, creating a one-of-a-kind lifestyle destination you'll want to come back to again and again. Desert Ridge Marketplace is located in Phoenix, Arizona, just north of the Loop 101 on Tatum Boulevard. For more information, visit the website at [www.shopdesertridge.com](http://www.shopdesertridge.com).

### **About Fit4Mom's Stroller Strides**

Fit4Mom Stroller Strides is the country's largest and fastest growing fitness program for moms and their babies. It not only helps moms bond with their little ones through exercise, but it also offers a fun and supportive environment conducive to developing lifelong friendships and connections with other moms. Stroller Strides consists of a power walk or run, combined with body toning exercises using tubing and the environment. Taught by specially trained instructors, it is a great workout for any level of exerciser. For more information, visit [www.phoenix-scottsdale.fit4mom.com](http://www.phoenix-scottsdale.fit4mom.com) or find them on Facebook at [facebook.com/Fit4MOMPhoenixScottsdale](https://facebook.com/Fit4MOMPhoenixScottsdale).

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