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MEDIA ALERT

FIT4MOM'S STROLLER STRIDES CELEBRATES 11TH ANNIVERSARY AT DESERT RIDGE MARKETPLACE *Valley Moms Come Together to "Work It" on Monday, Oct. 5*

Who: Fit4Mom's Stroller Strides, the country's largest and fastest growing fitness program for moms and their babies, have a lot of reason to get moving and celebrate as they approach their 11th Anniversary of Stroller Strides 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's Stroller Strides 11th Anniversary is FREE and the first 75 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 prize package from Babies "R" Us and Babyganics;
- A Kindermusik session valued at \$230 with Miss Brenlie and Friends;
- Gift cards from Islands, Nori Sushi and Coconut Bliss Pillow from Mattress Firm;
- Items from As You Wish Pottery at Desert Ridge;
- Sure Shop stroller shopping bags from Hatch Things; and
- FIT4MOM gear, and 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 a certified instructor, and focuses on the areas that new moms want help toning. Pregnant and new moms alike are invited to stretch and stride with their strollers.

When: Monday, October 5, 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.

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 or find them on Facebook at facebook.com/Fit4MOMPhoenixScottsdale.