

SBA Success Story: Stroller Strides, LLC



Lisa Druxman, M.A.

In 2001, Lisa Druxman created Stroller Strides, an exercise program that she could do with her son, and at the same time, help provide a source of income without returning to work full time. Lisa taught this stroller workout program, combining power walking with a stroller and body toning exercises using the environment, exercise tubing, and a stroller. It became so popular that Stroller Strides is now the country's largest and fastest growing fitness program for moms.

One of the largest challenges for Stroller Strides was its huge growth. They needed funding to properly support the company when it grew so quickly. Luckily they were able to acquire an SBA guaranteed loan, which provided the funding needed to get them through their transition from mom and pop company to a large franchise operation.

Through instructor and franchising opportunities, Stroller Strides has given hundreds of moms a unique and rewarding career that allows them to be with their children. Lisa also received invaluable business counseling services through SCORE: *Counselors to America's Small Business* and highly recommends SCORE to all of her franchisees.