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## **The right mix of fitness and friendship**

Baby Boot Camp® exercise classes make fitness goals easier to achieve

SARASOTA, FLA, November 8, 2005 — Many moms are eager to get back in shape after having a baby, but get discouraged by the challenges of finding the right exercise program, not to mention childcare arrangements.

There are plenty of fitness clubs that cater to women, but few offer options that target the physical and emotional issues most women face after giving birth. Which is why mom-and-baby fitness programs like Baby Boot Camp® are attractive to many women looking for a workout that's tailored to their needs as mothers.

Robin Dishner joined Baby Boot Camp classes in Portland, Ore., after relocating there in 2004. Dishner and her 3-year-old daughter, Emma, felt an immediate sense of community. "I get a great workout, and the support of the other women makes Portland feel like home," she says. "I wouldn't have found this with any mom's group or exercise class."

Kristen Horler, a certified personal trainer and mother of two, created Baby Boot Camp to meet the physical, emotional and logistical demands of motherhood. "Women need energy and strength to care for babies and toddlers, so that's our focus. What follows naturally is weight loss and muscle tone."

Baby Boot Camp formula combines strength training with cardiovascular exercise. Participants choose from 60- or 75-minute classes, based on their fitness level, and small groups allow for one-on-one interaction with the instructor and easy rapport with the other women in the class. Of course, babies and toddlers in strollers are part of the workout. "Babies enjoy being outdoors with mom, but it's also a chance for them to socialize with other kids, which is important for their development," says Horler.

What's key to the mix, and part of what makes Baby Boot Camp unique, Horler adds, is the companionship of women with similar interests. "A lot of women are surprised to find that they're in a different place emotionally after having a baby; their usual circle of friends may not always clue in to that. Baby Boot Camp offers fitness and friendship based on that common ground." It's this holistic approach and supportive atmosphere, Horler says, that keeps many women coming back.

*More...*

Instructor Erin Shirey's Portland group also gets together without kids and strollers, for extracurricular activities that strengthen the camaraderie. The women take turns organizing "spa days," shopping excursions, dinner outings and the like. "Being active with our kids sets a great example," she says. "But it's also important to get out and do grown-up things." A lot of their Mother's Night Out activities focus on pampering. "When we get busy with kids and work, we tend to set our needs aside, and this is one way we can re-claim that for ourselves, with a group of friends who understand the deeper value of a pedicure or a glass of wine."

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*About Baby Boot Camp®*

*Baby Boot Camp follows guidelines set by the American College of Obstetrics and Gynecology (ACOG) and the American Council on Exercise (ACE). Since its launch in 2001, Baby Boot Camp has grown through its franchise operations in more than 150 cities in 22 states, as well as Australia and Canada. Visit [babybootcamp.com](http://babybootcamp.com) for more information.*