



FOR IMMEDIATE RELEASE

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Mommy-Moves™ Wins 2nd Place In The Business Baby Shower Contest

Contest celebrates entrepreneurial moms and all they do to birth and grow a business

Monmouth County, NJ – Motherhood is hot, and now Mommy Moves™ (www.mommy-moves.com) is one step closer to creating the perfect mom fitness program for families everywhere. Mommy-Moves™, created by LS-Fitness, LLC, has won 2nd place in The Business Baby Shower Contest. This contest was launched to celebrate entrepreneurial moms and all they do to birth and grow a successful company while balancing family life.

LS-Fitness, founded by Lori Sawyer, MA, ATC, has been helping Monmouth County moms get their sexy back post-baby and beyond for the past 4 years. Their programs include small group training, private training, nutritional counseling, “Extreme Mommy” beach boot camps their famous Mommy Moves™ stroller class and their latest program Mommy Runs. The program had grown from their stroller classes that help moms lose weight, tone, tighten, and strengthen all while enjoying quality time with their kids and other moms. Moms can lose the weight while commiserating—and rejoicing—about the ups and downs of their latest and greatest role: motherhood.

Like a moms' group in motion, all of the programs do more than get local moms back into their jeans. They also teach the little ones about the healthy benefits of exercise. “We have had two and three year olds getting out of the strollers after class to do lunges around the jungle gym! It has been so great to see how these children take in the positive goings on in every class. We hope that they will continue to see the benefits of exercise through their lifetime,” says Sawyer, who is a certified athletic trainer, and personal trainer who changed her focus from elite athletes to mummies after her son was born.

Winning 2nd place in the Business Baby Shower will help grow this program to a national level by creating programming through social media, internet, and Mommy Moves™ products that can be taught in every household throughout the world.

2 “momtrepreneur” companies; The Mom Entrepreneur and Corporate Mom Drop Outs, launched this contest with a goal to create awareness of mom entrepreneur companies and their products and services. Each participant completed an application and submitted a two minute video of their business. The Business Baby Shower Contest was open to mom entrepreneurs, in any industry, who are looking to start or grow a business. All entries were judged on a variety of factors, including (i) degree of business solution; (ii) creativity of solution; and (iii) practicality/broad applicability of solution. Mommy Moves™ won a prize package worth thousands of dollars of products and services as well as media coverage and support from over 20 media sponsors.

“Each of these prizes is an invaluable source to create, launch, and grow your business. I am overwhelmed with the prizes and coverage we are receiving” Sawyer said.

About LS-Fitness and Mommy Moves:

LS-Fitness, LLC provides families a one stop shop for all of their fitness and wellness needs. They provide private training, small group training, fitness classes, counseling, workshops, lectures and cater to every families needs. Their sister company, Kids-Move™, LLC, provides fitness and nutrition fun classes for children ages 3-6 and developed a curriculum based program for schools to use nationwide. Their overall goal is to teach families how to balance work, fitness, nutrition and family time. The end result will be well educated, well balanced families and reduce our countries overall obesity rate. For more information, visit www.mommy-moves.com

About The Mom Entrepreneur:

The Mom Entrepreneur, a company that offers tips, advice and resources for women struggling to balance motherhood and running a company, was founded in April 2008 by Traci Bisson, a mom of two boys and a business owner. The company added The Mom Entrepreneur Online Support Group in June 2008, which now has over 1,000 members who network with each other and offer support. In January 2009, the company created The Mom Entrepreneur Co-op Shop, which includes bargains on dozens of products and services for moms, dads and kids. The company also manages a suite of blogs, including The Mom Entrepreneur, Kids in New Hampshire and Neighbors Helping Neighbors as well as an educational Webinar series. For more information, visit www.themomentrepreneur.com.

About Corporate Mom DropOuts:

Corporate Mom DropOuts, a company that offers support to women who have left the corporate world to start and at-home business while managing their families needs, was founded by Lucinda Cross. Cross also runs a blog and radio show, and is the author of *Corporate Mom DropOuts*. For several years, Cross has made it her life’s mission to uplift, inspire and change people’s lives. She likes to call herself a catalyst for motivation, passion and high energy and works with small business owners supporting them to work on their business and not in their business. Cross also trains and coaches women who are interested in learning how to work from home, take charge and create the life they love. For more information, visit www.corporatemomdropouts.com.

For press inquiries, Q and A, and expert quotes, please contact Lori Sawyer at 732.539.7711.

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