



moxie moms

**“All moms know...it
takes moxie to be a
mom!”**

Moxie

\Mox"ie\, n. *Slang*

- 1. energy; pep**
- 2. courage; determination**
- 3. know-how; expertise**

Moxie Moms brings moms and moms-to-be together for friends, fun & fitness. The Moxie Moms mission is to make it easier to be a mom by creating a network of women for friends, fun, and fitness. We strive to be the favorite resource for moms in each Moxie Moms community by offering our members opportunities to:

▪ **Go to Fun Events**

▪ **Get Great Deals**

▪ **Get Fit**

Moxie Moms organizes social, charitable and fitness-oriented events for moms to enjoy and meet other moms. These events are designed for moms to meet other moms and to participate with their little ones. We have hikes, walks, swims, lunches, kids activity centers, and much more. Events usually have between 3 and 15 moms, and there is something for everyone. Moms join us to have fun and meet new friends.

Moxie Moms partners with the best, local retailers, activity centers, and service providers serving moms & their families in each of our communities to provide members with great discounts, *generally 15% or better*, as well as special event opportunities. We currently have over 150 partners offering many products & services:

- **Retailers**, e.g., clothes, gear, shoes, toys
- **Activity Centers**, e.g., art, gyms, music, playtime
- **Service Providers**, e.g., childcare, doctors, doulas, photographers, spas
- **Food Services/Restaurants**, e.g., chefs, eateries

Moxie Moms organizes fitness activities and works with fitness providers to help moms to get back into shape and to stay in shape. Many of our fitness events/programs are designed for moms to bring their little ones. We offer:

- **Fitness-oriented events**
- **Stroller Fitness programs**
- **Special programs for moms at partnering clubs**
- **Personal Trainers**

**“Moxie Moms’ goal is to be the favorite resource for moms in each
of its local communities.”**



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Statistics:

Members – 1214

Partners – 163

Chapters – 37

Events – 259 per month

States – 12 (AZ, CA, CO, DC, FL, MD, MN, OR, PA, TX, VA, WA)

Partner Profile:

Moxie Moms partners with local merchants serving expecting moms, moms and little ones to offer discounts and special activities. Our partners support Moxie Moms' effort to make it easier to be a mom and work with Moxie Moms to improve their marketing and promotional effectiveness.

***Retail Partners
(sample)***

- Becoming Mothers
- Bella Bambino
- Boulder Running Company
- Brown's Shoe Fit
- Clothes Pony
- Cutting Edge Sports
- Flutterbelly
- Grand Rabbits
- Hello Mommy
- Kids & Co.
- JJ Wells
- Little Mountain
- Noodles & Company
- Outdoor Divas
- Pharmaca
- Play Fair Toys
- Rocky Mountain
- Silver Falls Spa

***Activity Center Partners
(sample)***

- Anderson Farms
- Boulder Indoor Soccer/SoccerTots
- Child's Play Golf & Tennis
- Clementine Art Studio
- Flatiron Athletic Club
- Get Fired Up
- Kangaroo Kingdom
- Gymboree
- Lakeshore Athletic Club
- Little Gym
- Mountain Center Gymnastics
- Music-time with Madelyn
- Music Together
- My Gym Children's Fitness Center
- Parenting Place
- Pots n Paints
- Stroller Strides
- WOW! Children's Museum

***Service Providers
(sample)***

- AuPairCare
- Bakken Photography
- Balance Acupuncture
- Boulder West Financial
- Delicious Deliveries
- Fast & Fresh Food
- Freeth Rice Photography
- Gentle Birth Connection
- High Country Nannies
- Hofgard & Assoc., P.C.
- Mock Realty
- NerdE-Solutions
- Small Wonders
- South Boulder Chiro
- Stork News
- Tapestry / IV Seasons
- The Moms Connection
- Wildberry Photography

Primary Event Types (5-20 moms per event):

- "Mom and Kids" movies
- Events for kids, e.g., art, music, dance, animals
- Events for moms, e.g., spa, movies, dinner, books
- Charitable events
- Hikes, walks and swims
- Playgroups at Activity Centers
- Lunch & Coffee Socials
- Special gym workouts for Moms
- Personal Training for Moms
- Stroller Fitness Classes
- Children's book readings

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