



## LATEST GADGET FOR NEW MUMS MAKES GETTING BACK IN SHAPE A STROLL IN THE PARK

A new gadget that syncs with any buggy, tracking speed, time and distance could spell the end of new mums thinking they have to spend time and money at the gym to get back into shape.

The first of its kind, the Strollometer® is a revolutionary wireless computer that calculates how far and fast mums are walking when pushing their babies out and about.

With the average mum pushing her baby buggy almost 750 miles per year\* it's an opportunity for fitness-minded mums to turn it into a workout.

Created by a mum, for mums, this nifty gadget has a sensor that attaches to a buggy's back wheel. This then cleverly counts the wheel rotations, allowing the main console, placed on the handlebar, to gauge the speeds.



It has eight different settings by which to monitor how fast you're strolling, your maximum and average speeds, how far you've gone, the time it's taken you and your daily mileage. It will also tell you the temperature and time.

At the end of a stroll, the data can be captured and translated into calories lost simply by using the calorie calculator on the Strollometer® UK distributor site, [Fit4Mum.com](http://Fit4Mum.com)

Fit4Mum founder, Melissa Lorch, says, "Working with new mums I know that the biggest hurdle for many is getting their shape back. The beauty of this gadget's functionality is that it makes every step count. It's not asking new mums to do anything they're not already doing and it's easy to incorporate into their day."

For the secrets to getting the best gains from the Strollometer, mums can log on to [Fit4Mum.com](http://Fit4Mum.com) to download their own personalised post-pregnancy exercise programme, which means it's all there to get started straight away.

Available from £29.99 at [Fit4Mum.com](http://Fit4Mum.com) and other stockists a list of which is available at [www.fit4mum.com](http://www.fit4mum.com)

Visit [Fit4Mum.com](http://Fit4Mum.com) for more information. Click [here](#) to see the Strollometer in action

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**For further information, photography or product samples contact: Melissa Lorch on 07541 232 059 or email: <mailto:info@fit4mum.com>**

**NOTES TO EDITORS:**

\* Source: onepoll.com on behalf of Mothercare, 11<sup>th</sup> Feb 2010, Mums polled: 2000

Melissa Lorch is specially trained in fitness and well-being for mums and mums-to-be. Melissa launched Fit4Mum in 2009 with the sole mission to inspire and inform every mum and mum-to-be to achieve optimal health from pre-conception to bump, birth and beyond.

Co-invented by Americans, Adi and Don Weber, the Strollometer is the product of parents who wanted to get more out of their strolls. “Our inspiration for the Strollometer came about one month after I gave birth to our third child, Deena. I would often take my daughter on strolls in an attempt to squeeze in a good workout while she napped. Unfortunately, I never knew how far I went, how fast I strolled, or whether my “workout” would ever measure up to the workouts I was familiar with at my gym. Nothing designed for bikers or walkers gave me the information, accuracy or ease I wanted. The idea for the Strollometer was born. And by designing it from the ground up, we made sure it could easily strap-on to any stroller—whether it’s traditional, all-terrain or jogging”.