

Edita Berková



Company	STROLLERING® - Život v pohybu o.s., STROLLERING® - Mateřská v pohybu
Sector	Lifestyle, sport/fitness activities for mothers with babies/strollers
Region	Praha, the Czech Republic
Nomination as an ambassador	Edita had no any idea to be an entrepreneur until she had a baby in 2010. She was very active, wild and sportive for all her life. During maternity leave she started to think about her life and future. She realised she wanted be with her daughter Ella at home but also she needed any sport activities and mission. She founded Strollering® as an outdoor sport and fitness exercising with strollers and babies. Her idea has been to expand with the Strollering® to other regions (she started in Prague) through franchise and training new lecturers and trainers. By this way Edita has supported a lot of new female entrepreneurs at maternity leaves and she and they all really have found their own way of active maternity and business.
About the company	Strollering is a new way of sport and fitness activity for mothers (and also fathers) with strollers and babies. It is mainly outdoor training where mothers are together with babies and use the babies or strollers as a native tool for exercise. Lessons are led by trained trainers in Strollering®. The aim of the Strollering® is not only the training and sport activity but also networking of mothers, the way of active life and strengthening of relationship with the babies. Strollering® is opened to new trainers (entrepreneurs) and trainees (mainly women/mothers) interested in this way of life and business.
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