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**The Bay Area Momtrepreneurs Behind Let's Go Strolling -  
Baby Inspired...Mom & Dad Approved**

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**/24-7PressRelease/** - OAKLAND, CA, June 19, 2008 - Take two momtrepreneurs from the Bay Area and combine it with a dream to create something that was close to their hearts with a niche in the baby marketplace and what do you have? You have a very ingenious customer friendly company called Let's Go Strolling! At Let's Go Strolling the mission is to combine outstanding customer service with the best selection of high-quality strollers, designer diaper bags, new baby gifts and other baby related products to make your shopping experience both easy and fun, so you can buy the best products to fit your lifestyle.

Buying the right stroller, diaper bag, and accessories allow parents the freedom to be-on-the go and active with their children. Many of us were active people before having our children and investing in the right gear allows us to stay active in the world around us even with our kids. These concepts are the inspiration behind Let's Go Strolling.

Jo Ilfed and Melissa Heller, two local Bay Area moms who met through a mommy group and then took their stroller passion and turned it into a thriving business, is a must have reference tool for couples from all over the Bay Area and beyond. Let's Go Strolling provides a place where people can find all the best products as well as knowledgeable customer service to walk them through the selection process. According to Jo, "We knew there was a need for a company that truly was dedicated and well-informed to help new moms and dads navigate all the information that is on the net. We personally know how overwhelming this process can be. As such, we took our dream and passion and started a small company called Let's Go Strolling and have grown remarkably since the idea's inception. This being said, we always remain true to our commitment to be a resource in our field for parents everywhere."

As moms (Jo is a mom of two growing and active boys and a baby girl and Melissa is also a mom to two high-energy children - one son and one daughter), they only sell what they have tested, used, and loved so they are certain their customers will too! With their dedication to creating and keeping happy customers, they grew quickly and expanded their website offerings while opening their first Let's Go Strolling retail showroom just a year later.

For further information please contact 1-877-STROLL- (1-877-787-6551) or visit the website at [www.lets gostrolling.com](http://www.lets gostrolling.com)

**About Let's Go Strolling**

Let's Go Strolling, Exceptional Products and Advice for the Little Ones in Your Life

Da-Ve Communications, LLC, is a full service public relations agency specializing in, but not limited to, the beauty, fashion, lifestyle, baby, pet, and healthcare industries.