



Exercise Programs for New and Expectant Moms
Get fit, bond with your baby and make new friends!

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For Immediate Release

Oh Baby! Fitness® Expands Prenatal/Postnatal Exercise Classes Nationally, Personal Prenatal Exercise App Reaches Women Around the World

ATLANTA, Ga. — July 22, 2013 — Oh Baby! Fitness, which offers the widest variety of pregnancy and mom & baby exercise classes in the country, is growing in more ways than one. Twelve more states and the District of Columbia will start offering its prenatal and postnatal exercise classes by September; a personal pregnancy exercise app is bringing safe prenatal fitness to women in 67 countries, and the company's senior instructor/COO is sharing her fitness journey during her first pregnancy.

"We keep saying that Oh Baby! Fitness is having its own baby, figuratively and literally," says Clare Schexnyder, founder and co-owner of Oh Baby! Fitness. "We've been on a mission since 2005 to help every pregnant woman and new mom gain access to safe and effective exercise. Soon, our community of women will know no geographical borders."

Alabama, California, Connecticut, Florida, Maryland, Massachusetts, North Carolina, New Jersey, Ohio, Tennessee, Texas and Virginia as well as the District of Columbia, will offer both prenatal and postnatal fitness classes by September. The programs in these states are a part of the [Oh Baby! Fitness National Licensing Program](#), which trains and guides independent fitness instructors to lead safe and effective exercise classes to pregnant women as well as new moms and their babies.

Outside of the United States, pregnant women in 67 countries are downloading the [Oh Baby! Fitness Pregnancy Weekly Workout App on iTunes](#). Downloads have averaged 5,000 per month since launching in January. After the United States, the top 10 markets interested in the Oh Baby! Fitness Pregnancy App include: Australia, Great Britain, Canada, Ireland, India, Philippines, New Zealand, Hong Kong, Singapore and Malaysia (tied with United Arab Emirates).

"It is incredibly rewarding to know that beyond the United States, pregnant women in Angola, Poland and so many other countries virtually can join our community to stay healthy safely during pregnancy," says Kathleen Donahoe, senior instructor/COO of Oh Baby! Fitness. The Pregnancy App provides specially designed yoga, Pilates or strength building exercises for every week of pregnancy. Short videos and descriptions show exactly how to do the exercise and explain how the exercise will help you build muscle or relieve stress.

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Press Release

Beyond growing the reach of Oh Baby! Fitness, Kathleen is sharing her fitness insights and preferences as she exercises through her first pregnancy. “As someone who specializes in the science of pregnancy and has trained over 10,000 pregnant women and new moms, I thought little would surprise me about pregnancy,” says Donahoe. “Now I’ve gained that personal experience of understanding which exercises feel best during each stage of pregnancy.”

She adds, “The community we’ve created with Oh Baby! Fitness is a sisterhood and it feels natural to share my personal fitness journey --- just as so many women have shared their journeys with me.”

[Follow Kathleen’s journey through her first pregnancy](http://blog.ohbabyfitness.com/) at <http://blog.ohbabyfitness.com/>.

A note about exercising while pregnant: *The American Congress of Obstetricians and Gynecologists (<http://www.acog.org>) recommends 30 minutes of aerobic activity on most days of the week while pregnant. Exercise during pregnancy can help control weight gain, shorten labor, reduce the chance of a c-section birth and help relieve the common complaints of pregnancy (including back pain, leg cramps, swelling, constipation and insomnia).*

Start Your Own Business and Bring Oh Baby! Fitness Classes to Your Community

[Learn more about the Oh Baby! Fitness National Licensing Program](http://www.ohbabyfitness.com/start-your-own-biz/) at <http://www.ohbabyfitness.com/start-your-own-biz/>

Download the Oh Baby! Fitness Pregnancy App on iTunes

<https://itunes.apple.com/us/app/pregnancy-exercise-weekly/id570486302?mt=8>

About Oh Baby! Fitness

Oh Baby! Fitness is one of the only prenatal *and* postnatal experiences in the country. Exercise classes provide new and expectant moms a place to find support, make friends, get fit and bond with their babies. More than 10 fitness class varieties are designed to take moms from pregnancy through birth – and then into the toddler years with their child. Pregnancy and Mom & Baby exercise classes include: Toning, Yoga, Pilates, Water Aerobics and Stroller Workout. Oh Baby! Fitness programs started in Atlanta in 2005 by creating and growing a community of more than 30,000 moms-to-be, moms and 10,000 babies.

Oh Baby! Fitness is recognized as the best in family-friendly services by The Mom's Choice Awards® (<http://www.momschoiceawards.com>).

Visit <http://www.ohbabyfitness.com>, email contactus@ohbabyfitness.com; read our blog at <http://blog.ohbabyfitness.com/> or follow Oh Baby! Fitness on Facebook at <http://www.facebook.com/pages/Atlanta-GA/Oh-Baby-Fitness/121236510474>, on Twitter at <http://twitter.com/ohbabyfitness>. Also, read reviews and what moms have to say about Oh Baby! Fitness at http://www.ohbabyfitness.com/happy_moms/.

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