



TOTAL MOMMY FITNESS HOSTS OUTDOOR WORKOUT TO LAUNCH PRE- AND POSTNATAL FITNESS AND NUTRITION SERVICE WITH TRAVELING PERSONAL TRAINERS IN AUSTIN

Committed to “No Excuse” exercise programs – Total Mommy Fitness trainers travel to their clients from Steiner Ranch to Downtown Austin making fitness fun and feasible for both working as well as stay-at-home moms

What: On July 26th TOTAL MOMMY FITNESS will be unveiled by founder Tatum Rebelle, as Austin’s premiere pre-and postnatal training and nutrition service of choice for moms looking to stay in shape before, during and after pregnancy. The launch will consist of an outdoor fitness session directed by Rebelle and her Total Mommy Fitness trainers at The Fountain Plaza on Auditorium Shores.

Total Mommy Fitness is the creation of Rebelle who is a proven pre- and postnatal fitness and nutrition expert with a solid success rate from clients in markets including Scottsdale, Arizona, Dallas and Austin, Texas.

Rebelle landed in Austin last year and immediately started building the foundation for Total Mommy Fitness with a solid set of clients and a loyal following. “As a trainer for many years I recognized that there needed to be a deliberate effort focused on helping women with pre- and postnatal fitness and nutrition. Total Mommy Fitness is my vision for women and their families so they get off on the right start,” says Rebelle.

“It was evident within weeks of my arrival that Austin is the perfect market for Total Mommy Fitness as nothing like it existed when I relocated here. The business model has been tested and proven in the last year as I have worked to fine-tune the business with feedback from clients, a growing demand for the service, and a focus on finding well-suited certified trainers to join the team. Today I can confidently present Total Mommy Fitness as a company that is proud to be headquartered in Austin, Texas.”

Press contacts:
Kathleen Kenney Lucente

512-217-6352

kathleen@redfancommunications.com

Why: Rebelle built Total Mommy Fitness as a company dedicated to helping mothers make fitness feasible before, during, and after pregnancy. Her desire to create Total Mommy Fitness began when she worked as a trainer for popular gyms. As she consistently observed over a period of 5 years, most of the women who attend gyms stopped going once they got pregnant and often never returned. With this information in hand, Rebelle decided to deepen her expertise by studying pregnancy exercise and realized how important it was for expecting mothers to continue their personal fitness. She spoke with many women and learned that what prevented them from coming to gyms was a fear that they might not know what they should be doing for fitness during pregnancy. She also learned that many women didn't return to the gym following birth because they didn't want to bring their baby, felt overwhelmed and just never made it back.

She developed the Total Mommy Fitness business with a few key things in mind – 1) women want to be able to fit exercise in along with taking care of a new baby, and they often want to be able to do it in the privacy of their home; 2) moms need to have realistic ways to squeeze working out into various parts of their day often without committing large chunks of uninterrupted time, 3) moms want to have experts that are in touch with the realities of pregnancy, understand the nutritional aspects, and are aware of how to re-engage the body with fitness that is appropriate for the various stages. 4) The process needs to be fun, inspirational and easily carried forward as a new set of skills for moms to act on!

As Rebelle points out, “When a woman is training for a marathon or sporting event she puts time into preparing the body with adequate training and proper nutrition. This foundation gives her the ability to succeed and bounce back from the wear and tear of such an intense experience. Women thinking about getting pregnant need to be approaching pregnancy with a similar mindset. I am committed to working with women who are thinking about getting pregnant and want to ready their bodies, women who are pregnant and want a plan leading up to birth, women who are in the process of recovery, and even those that have reached a plateau in their fitness plan several years after giving birth. It's never too late to get involved in a good fitness program, and a healthy mom has the ability to create the foundation for a healthy family.”

Who: Tatum Rebelle will run a free group fitness workout for moms and their children as part of her official launch of Total Mommy Fitness. An Austin-headquartered company with an expanded radius for serving clients, Total Mommy Fitness has

created a new set of service offerings to help moms find the perfect way to re-engage with exercise regardless of where they are in the cycle of becoming a parent.

Originally from Scottsdale, AZ, Tatum's career in personal fitness began when she joined the Army at the age of 17. While serving for eight years, she consistently received the highest honors in physical fitness, eventually working her way up to a Drill Sergeant to lead other soldiers through Basic Training. Rebelle became certified in personal training as well as in prenatal and postnatal fitness by the American Council on Exercise (ACE). Prior to starting Total Mommy Fitness, Rebelle was a personal trainer for 24 Hour Fitness in Scottsdale as well as in Dallas and also worked with Fit for Life in Fort Worth. She studied kinesiology and communication at Texas Christian University receiving a Bachelor of Science degree and is currently pursuing an MBA. In her spare time, Rebelle is an active volunteer member of the Mayor's Fitness Council for Austin and a volunteer for Big Brothers and Big Sisters where she enjoys helping young people experience activities that promote a solid foundation for healthy lifestyles.

She has a growing team of certified Total Mommy Fitness trainers working for her that cover North to South Austin while she focuses on running the business and training clients in Central Austin. You can find more information on the team by visiting www.totalmommyfitness.com

Where: The Total Mommy Fitness official launch workout party for moms and their children will be held at The Fountain Plaza at Auditorium Shores, between Riverside Dr. and Barton Springs, West of 1st St. This setting offers a great space for moms to workout where kids can either join in or frolic in the nearby sprinklers.

To maintain a quality fitness experience, registration for the party is mandatory since there will be limited spots for 30 to 40 moms to join in the workout. To register, please contact info@totalmommyfitness.com and your attendance will be confirmed. If overflow should occur, we will hold a second workout session and will invite those moms that were not able to make the cut off for the first session.

When: Saturday, July 26th at 9 a.m. to 11 a.m. Please register and pick up your reserved Total Mommy Fitness t-shirt upon arrival and get ready for the workout to begin promptly at 9:30 a.m.

How: For press interested in attending this fantastic invite-only event, the fitness party kicks off at 9 a.m. and will end at 11 a.m. We will invite press to attend and meet Tatum Rebelle along with her trainers and clients on site, so please RSVP by calling

Kathleen Lucente at 512 217-6252 or send an email to her at Kathleen@redfancommunications.com to confirm your spot.