

FOR IMMEDIATE RELEASE

**NEW “PREGNANCY TALK WITH SARA” DELIVERS
CRUCIAL ADVICE TO MOMS ABOUT
HOW TO LOOK GOOD AND FEEL GREAT WHILE
PREPARING FOR THE BIG DAY**

*Pre-Valentine Talk Highlights How to Keep Passion Alive
During Pregnancy*

San Diego, CA, (February 6, 2007) Popular family-fitness therapist Sara Holliday, MFT, CPT, introduces “Pregnancy Talk with Sara”—an engaging and information-packed weekly program for pregnant women. Each week, beginning February 10th, 2007, Sara and a “guest expert” will conduct a live conference call designed to help expecting mothers learn about and discuss the issues that are most important to their pregnancy. These include relationships, fitness and nutrition, makeup, skincare and fashion, how to prepare for labor and more. Participants will have an opportunity to listen and ask questions of Sara and her experts in the comfortable and familiar venue of a telephone conversation. The program is free and requires a simple registration via Sara’s company website, Fit By Sara, Inc., at www.fitbysara.com.

Just in time for Valentines Day, “Pregnancy Talk with Sara” will kick off with “Be My Baby, Valentine”, scheduled for Saturday, February 10th, at 9:00 a.m. Pacific Standard Time. The program will highlight tried-and-true ways to keep passion alive during pregnancy, no matter what the mood. For many moms-to-be, pregnancy often coincides with feeling unattractive, uncomfortable and decidedly not sexy. This may create a conflict with the desire to be loved and comforted, leading to depression. Sara will discuss tips and techniques to help women overcome these feelings.

Sara says, “I wanted a way to bring pregnant women together from all over the country in a dynamic and relaxed environment while providing real-life answers to the most pressing questions about one of the most important events in their life – their pregnancy. The Pregnancy Talk with Sara program is an opportunity for women to learn about and discuss pregnancy-

related concerns and ask questions they may be afraid or reluctant to ask—all in an intimate and supportive environment.”

A licensed marriage-family therapist specializing in pre- and postnatal issues and a mother of two young boys, Sara looks forward to bringing her pregnancy-related expertise to pregnant women across the country. “Pregnancy Talk with Sara” programs are held each Saturday at 9:00a.m. PST beginning February 10, 2007 and ending March 3, 2007 and will have a conversational-style format ranging between 30 to 60 minutes, including a question and answer segment. There will also be a weekly contest for prizes and a grand prize giveaway of an InStep stroller (SRP \$99.95) from InStep for one lucky participant.

All information and registration materials for the “Pregnancy Talk with Sara” program can be found at www.fitbysara.com. Space is limited and on a first-come, first-serve basis. Sign up now and look forward to seeing pregnancy in a whole new light.

Scheduled guest experts include:

Makeup, fashion and photography expert Joanna Netzke with www.joannanetzke.com, labor and delivery expert Gretchen Fowler, RN, licensed marriage-family therapist Cathleen Stafford, MFT, certified Birth Doula Tara Stivers with www.intuitiondoula.com, pregnancy skincare expert, Marsha Burnett with www.ensantlotions.com and nutrition expert Dr. Angela Patterson with www.saphiawater.com.

ABOUT SARA HOLLIDAY: Sara Holliday, MFT, CPT, is a licensed marriage-family therapist, life and fitness coach and holistic health practitioner. She holds a Masters Degree in Psychology and a Bachelors Degree in Kinesiology and maintains certifications and/or licenses in yoga, aerobics, martial arts, holistic health practices, personal training and massage therapy. For more than 15 years, Sara has coached and counseled thousands of women of all ages and fitness levels to achieve a healthy and fit body, mind and spirit. Sara is the president of Fit By Sara -- a go-to resource for new and experienced moms. Her company and programs reflect her personal mission: to help mothers of all ages achieve a rich, fulfilling life. Fit By Sara programs are safe, effective and developed specifically to address the fitness needs of moms. Sara has been featured in national magazines and television news shows.