

**\*\*MEDIA ADVISORY\*\***

**The Best Birth Announces**  
***Pregnancy Olympics in San Francisco & New York***  
Nationwide Series sponsored by Care.com

**FOR IMMEDIATE RELEASE**

**October 27, 2014**

CONTACT:

Dawn Smith, The Best Birth -- 415-389-0746 & info@thebestbirth.com

**San Francisco, CA** – Legendary Bay Area birth prep expert and author, [Sarah McMoyler](#), founder and CEO of [McMoyler Method](#) & [The Best Birth](#), this week in partnership with [Care.com](#) announces the official launch of [Pregnancy Olympics](#), a national series of events for expectant parents and new families. “As a labor and delivery nurse for 25 years, Mother, and triathlete, I see childbirth and parenthood as *extreme sports* – I encourage parents to prepare for the unexpected,” shared Sarah from her offices in Marin. “Pregnancy Olympics is the first program of its kind to share our top **sanity savers** and insights into building **strength, energy** and **endurance** which are essential for parents. We’re especially excited to also announce the national launch of [The Best Birth online class](#), which for the first time allows parents everywhere to experience McMoyler Method.”

**Parenthood is an extreme sport...*prepare accordingly.***

“[Sports Basement](#) is proud to host the first Pregnancy Olympics as we too see parenthood as an extreme sport and look forward to supporting new and expectant families on their journeys,” noted Ian Ballentine, Sports Basement Regional Client Manager. Celebrity trainer and prenatal yoga expert [Wini Linguic](#) will make a special appearance and share her insights for pre, during and post pregnancy. Every participant will receive a free *Infant CPR class* courtesy of The Best Birth. The inaugural San Francisco event will be followed by a series of Pregnancy Olympics events in New York City this November.

Pregnancy Olympics will feature the following partners selected by Sarah: [Anna Myers Photography](#), [Baby World Brooklyn](#), [Bebe au Lait](#), [Beco Baby Carrier](#), [Daddy & Co.](#), [Discover Health Medical Partners](#), [Hotel Monaco SF](#), [Jane-USA](#), [OneBar](#), [Mamma Chia](#), [Mixie](#), [Motherlove](#), [Munchery](#), [My Brest Friend](#), [Nine Naturals](#), [Plum Organics](#), [Sprout San Francisco](#), [The Mindful Body](#), [Swanling Innovations](#), [Tea Collection](#), [Whole Foods Market Franklin \(San Francisco\)](#), and [Whole Foods Market Tribeca \(New York City\)](#).

Pregnancy Olympics will take place on **Wednesday, October 29<sup>th</sup> from 6:00-7:30pm** at [Sports Basement Presidio](#). Pregnancy Olympics will be in New York at **Baby World Brooklyn on November 10** and **Whole Foods Tribeca on November 13**. Follow [@PregOlympics](#) on Twitter for event updates. Purchase tickets at [Eventbrite](#), proceeds benefit [Project Night Night](#).

###