

# THE MAMA SAGAS

MEDIA FOR THE MILLENNIAL MOM



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## ABOUT THE MAMA SAGAS

The Mama Sagas is a media company dedicated to empowering moms through shared experiences and expert solutions. With humor, honesty, and raw emotion as our foundation, we're building an inclusive community of mamas who celebrate the beauty of the imperfect moments. In 2015, The Mama Sagas was nominated for a development deal with A&E Networks and it's producer selected as an Official Artist of the New York Television Festival. Since then, the series has gained the attention of organizations and influencers making their mark in business and social media, while remaining committed to telling stories across the spectrum of experience.

In June of 2018, The Mama Sagas published the first fully interactive ebook for the modern mom, called [The Guide to Survive Motherhood: Newborn Edition](#). Within one week it was named Amazon's #1 New Release in Parenting Babies and Toddlers. July 2019 marked another milestone with the launch of the Better After Baby mobile app. More than just a postpartum fitness app, Better After Baby is a comprehensive village of support in the palm of your hand. With workouts, diet plans, breastfeeding tips, baby care advice, mental health support, expert webinars, pelvic floor rehab plans, sleep solutions and more, Better After Baby is the comprehensive resource new moms crave.

The Mama Sagas' purpose is: 1) to build empathy and community through the power of storytelling, and 2) to provide quick, entertaining, and credible expert answers to the most pressing questions moms face. The Mama Sagas seeks to break the isolation and uncover the true power we have – both individually and collectively – when we come together to create a better future for our children.

## THE AUDIENCE

**45,817** VIEWS

**30,498** VISITORS



**2602 FOLLOWERS**



**1501 FOLLOWERS**



**730 SUBSCRIBERS**  
**106,508 VIEWS**



**65,000-70,000**  
**HOUSEHOLDS PER WEEK**  
**SEGMENT VIEWERSHIP**



The Mama Sagas is on a mission to change the script of motherhood from sacrifice to opportunity.

When you enter motherhood, you enter a band of heroes. Most of us don't feel like Supermom – this gig is certainly not all rainbows and butterflies. But if we are lucky, motherhood is an opportunity: the chance to illuminate our true path, to recognize our potential, and to discover the best in ourselves.

Motherhood is a love that transforms.

# About Saralyn

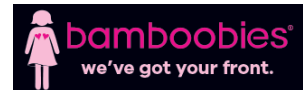


Saralyn Ward is an award-winning storyteller whose passion is to inspire and empower others to live a purpose-driven and wonder-filled life. In June 2018, Saralyn edited and published *The Guide To Survive Motherhood: Newborn Edition*, which quickly became Amazon's #1 New Release in Parenting Babies and Toddlers. Saralyn writes for Today Parents, Huff Post, Colorado Parent Magazine, 5280 Magazine, Dance Magazine, elephant journal, Women of Denver Magazine, and FitPro Magazine. Saralyn's writing was honored with a Gold Medal by the Parenting Media Association, and she was named an Official Artist of the New York Television Festival. Saralyn's film credits include commercials and fitness DVDs for companies such as Honda, Perkins Restaurants, Comcast, Boppy, Reebok, and SELF magazine. Since 2016, Saralyn has poured her passion for educating and empowering women into a regular parenting segment on Colorado's *Everyday Show*, a live morning broadcast filmed in Denver. When she's not huddled over edits, you're likely to find Saralyn with her husband Tom climbing mountains or skiing down them, and trying to remember that the two little girls that call her mom are not the boss of her.



celebrity nanny Connie Simpson

## Partners and Contributors:



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