



PRESS RELEASE

MOVE IT MAMA: the world's most comprehensive training concept for pregnant women and moms after the birth

Created by BIRTE GLANG - actress, model, fitness junkie, law graduate and mom

MOVE IT MAMA available as DVD and app

Get pregnant? Have a kid? All of that was (still) very far away for sports enthusiast and actress Birte Glang. But sometimes things just happen - and much quicker than planned: For a year or so, the blond beauty has been mom to little Cooper - and she's over the moon about it. "I never dreamed that having a child would be so fulfilling. Of course, so much has changed - but for the better. You understand much more clearly what's really important in life, and what isn't. My pregnancy went very smoothly, so I was able to lead my life as normal," says Birte Glang.

Sport and fitness were of course a big part of her pregnancy. But how should you go about it? What should you avoid? "I couldn't find any exercise programs on the market that really appealed to me. There didn't seem to be any comprehensive fitness videos by pregnant women for pregnant women, which also covered my sporting requirements. The same went for the recovery stage. I felt a bit alone, and adrift. And then I had a brilliant idea: I'd just do it myself!" reveals Birte.

MOVE IT MAMA was born

No sooner said than done. In the blink of an eye, this enterprising superwoman had launched a new concept, got some American fitness experts on board to help develop the complex, effective, sporty program, gathered a team of TV stars - and everything blew up from there. It was shot in real time in spring and summer in Los Angeles (USA) against a backdrop of stunning locations. The music too was composed and produced specially for Birte's program.

The result: MOVE IT MAMA, the world's most comprehensive fitness program for expectant and new moms, and Germany's first celebrity fitness concept to guide women through pregnancy and the postnatal period innovatively and holistically. "So I guess I kind of became a mom before my son was born, because the birth of MOVE IT MAMA was a fantastic moment too," laughs the businesswoman, who can currently be seen as one of the new faces in the hit RTL series "Alles was zählt". Her role? Wait for it: "I'm playing a young

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mom and fitness trainer,” chuckles the smart blond. Everything fell right into place. “Right. Fitness completes my life. It’s all come full circle. I met my husband in the gym, I have my own fitness program, and now I’m playing a fitness role on TV! While I’m filming, my son goes to nursery 50 m from the studios, right on the premises. I’m incredibly lucky!”

Fit for birth

MOVE IT MAMA runs the gamut of muscle work, cardio training, stomach and ass exercises, workouts for the pelvic floor and relaxation segments. TV star Birte Glang leads, motivates and encourages in 720 minutes and 32 different workouts, each tailored precisely to a particular trimester or phase of recovery after the birth. There are six workouts available for each trimester. The postnatal recovery phase is also divided into three phases with MOVE IT MAMA. New moms are given another six different modules for each phase, just like the pregnancy part. MOVE IT MAMA is holistic and supports women in their quest to get fit quickly. “The program trains the deep muscles and is genuinely a full-body workout, so you can keep going with it even after the recovery phase has come to an end,” explains Birte.

Sport has always been a big part of Birte’s life: horse riding, kick boxing, fitness, dancing... you name it. “And exercise is so vital as a pregnant woman too. The fitter you keep during pregnancy, the fitter you are for the birth and the time afterwards,” as Birte knows only too well. After all, this is a woman who was walking through the Californian mountains on the morning she was due to give birth...! A cool woman with a cool head, and a brilliantly conceived workout.

Available on Rossmann and Amazon since the end of November

Two special edition MOVE IT MAMA DVDs have been available at **Rossmann**, one of the largest pharmacy chains in the DACH region, since late November.

But that’s not all: The complete MOVE IT MAMA series 1 to 4 - divided into four double DVDs - is available on **Amazon** and in all major department stores as well as online. The supplementary app is also coming soon. “It’s indispensable for modern moms, because you can call up the fitness program from anywhere,” explains Birte Glang.

MOVE IT MAMA is not only a new fitness program, it’s a movement: the MOVE IT MAMA movement!

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The content of MOVE IT MAMA:

32 workouts (prenatal: 3 pregnancy stages each comprising 6 workouts; postnatal period: another 3 phases each comprising 6 workouts) plus 1 EXTRA workout for the initial period after the birth:

- MAMA' S WHOLE BODY SHAPE UP (muscle toning and full body toning)
- MAMA' S CARDIO BURN (interval training, building fitness, fat-burning)
- RELAX&ROLL IT MAMA (relaxation, stretching and fascia training)
- MAMA' S LITTLE MIDDLE (core training, stomach muscles & back)
- MAMA WORKS THE FLOOR (pelvic floor, strengthening & relaxation, breathing techniques)
- MAMA' S BOOTY BOOSTER (sexy ass and leg training)
- SPECIAL 15 (exercises for straight after the birth)

All the workouts take into account your changing body and the healing process that takes place afterwards.

About Birte Glang:

Birte is known for her shock of blond hair and her versatility – which she has often put to the test. Whether brash and cheeky in comedy shows or strong and smart in crime dramas, this Recklinghausen-born actress lives and breathes acting. Birte always knew she wanted to travel the world in different guises: she may not have fulfilled her childhood dream of becoming a clown, but the big wide world was calling and it was no surprise that Birte Glang began jet-setting around the globe as a successful model after completing her school-leaving exams. Her talent in front of the camera quickly crystallized into an ambition to train as an actress. The horse-mad Birte's first role wasn't long in coming: as likable, fun-loving backpacker Heidi Danne, Birte shot to fame in RTL series "Unter uns". A short time later she could be seen acting next to Hollywood star Rutger Hauer (Blade Runner) and German comedian Kaya Yanar, taking the lead female role in an action comedy movie. Since then, the sporty young mom has appeared regularly on German TV: as draconic villain in "Gute Zeiten,

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schlechte Zeiten" and "Alarm für Cobra 11" (both RTL), scheming TV producer in "Das große Comeback" (ZDF), fun-loving party girl in "Was kostet die Liebe" (SAT.1) and caring midwife in "Lena Lorenz" (ZDF). Since February 2019, Birte can be seen playing fitness trainer Lena Öztürk in a major role in the hit RTL series "Alles was zählt". In 2017, a heavily pregnant Birte filmed MOVE IT MAMA in Los Angeles. Birte is married to international star DJ Moguai and has been living in her native Germany since the end of 2018.

Quotes:

About pregnancy:

"It caught me by surprise (*laughs*)! I only found out that I was pregnant in week 14. Other than that, everything was very straightforward. I exercised a lot during the filming of MOVE IT MAMA, which did wonders for me, but of course I also had some bad days when everything felt a lot harder."

About her son Cooper:

"We are so lucky that our Cooper is what you might call a baby for beginners." He's totally chilled, always happy and content. He loves eating, he's a real cutie-pie (*laughs*). My husband Andre and I are sooooo happy that our little bundle of joy has enriched our life so much!"

About her marriage to DJ Moguai (Andre Tegeler):

"We just celebrated our tenth wedding anniversary. He's the love of my life; we're incredibly lucky to have found each other."

5 questions for Birte Glang:

1. Describe your MOVE IT MAMA program:

It's a holistic concept that has something to offer every woman: whether you love sport or you hate it, it's got the right workout for you. It will be your companion throughout your whole pregnancy and recovery phase, so

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it's been tailored to the different stages of pregnancy and your physical circumstances. I didn't neglect the pelvic floor or relaxation, either! Every woman can get exactly what she needs from MOVE IT MAMA to stay fit and healthy throughout her pregnancy and the time afterwards. I couldn't find anything like that on the market. I don't want any woman to feel alone during her pregnancy because of her body and all the changes that happen to her normal exercise routines. That's how come MOVE IT MAMA got so big and broad – it's now the most comprehensive fitness program for moms in the world.

2. What were your favorite exercises during your pregnancy?

Oh, the sumo squats, because it opens up the pelvis as well as relaxing it. It's a fantastic exercise for preparing for the birth, and it's great for you too.

3. What do pregnant women need to consider when they work out?

Always listen to your body. When your tummy gets too big and heavy – so, around the third trimester onwards – you shouldn't do any exercises lying on your back anymore. That said, women should still exercise enough to stay fit - and they should do the exercises that reduce poor posture and complaints brought on by the increasing weight. The biggest mistake people make is being overly cautious and fearful. Of course, women should stop doing risky sports. And the other important thing: If a woman hasn't done any sport before her pregnancy, pregnancy is not the right time to start. If your body is used to fitness, however, of course you can keep doing it during pregnancy; just modify it to each trimester and your physical circumstances.

4. What about in the postnatal phase?

After a vaginal delivery with no complications, you can start by taking short strolls even a few days afterwards, and you should definitely start your puerperal exercises. For me, recovery is not about following a strict diet and doing a few pelvic floor exercises; it's about combining a balanced, healthy diet with a holistic fitness program that encourages women to have fun, and which can be incorporated into your new daily life. Recovery is important, but it shouldn't cause you additional stress. The body had 40 weeks to prepare for the birth, so give it the same amount of

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time to bounce back. The body has done so much, and so much has been shifting around inside; all of that takes time to get back to where you started. The art is in achieving a healthy middle ground. Don't expect too much, but don't do too little.

5. Is MOVE IT MAMA really only suitable for pregnant women and new moms?

No, not necessarily. That was the original idea, but it developed into a hugely comprehensive fitness program that really trains the body well. Meaning: Moms can continue my program even after the recovery phase has ended, because the innovative exercises target the deep muscles and pelvic floor in particular. And, as a nice little bonus, good pelvic floor training is also great for your sex life.

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