



For Immediate Release: Local Physical Therapist Releases Book to Fill in the Gap as Pregnant Women are Quarantined During Pandemic.

Heather Marra, Physical Therapist in Colorado Springs, noticed a substantial increase in her TikTok followers immediately following the shutdown of the economy in March.

"I had been creating videos for months, sharing tips about reducing pain and preparing for delivery," Marra explains. "But when COVID hit, I immediately noticed higher numbers of comments, questions, and follows."

Marra has always seen her clients in person, but she used her social media following to educate women about their bodies. During the pandemic, however, her social media following has exploded. As young women all over the globe became increasingly concerned about going to the hospital or doctor's office for minor pain, her following increased. As new mothers showed confusion about where to turn when they felt discomfort, questions on TikTok blew up.

"I have about 29,000 followers on TikTok, but some of my videos have been seen by 70,000 to 80,000 viewers and I have about 3 million total views now," Heather explains. Heather realized that some women around the world had little understanding about how to prepare for delivery when local delivery classes were not essential.

She also realized that without support systems such as family who would generally travel to support a new mother or neighbors who would traditionally bring food and provide help, someone needed to step in. "I began posting very basic, simple steps," Heather recalls, "And I was shocked to see that people from the US, Australia, Europe, Singapore, and other countries were leaving messages of thanks. As a pelvic floor physical therapist, I realized that most women do not understand their pelvic floor and they appreciate the pelvic floor education."

Heather Marra wrote her book, *Connecting with Your Body During Pregnancy* to provide simple daily steps to reduce pain, understand body parts, and prepare the core for delivery. While most of the world was forced indoors, she knew it was important for expectant mothers to get their bodies ready through daily exercise.

Now, as TikTok is on trial and the world is slowly opening, Heather Marra, PT, does not see social media education going away. "Everything in my industry is changing. The way we learn has drastically changed. And young people are looking for answers in new places."

Heather Marra's book, *Connecting to Your Body During Pregnancy: Learn Your Parts. Listen to Your Body. Love Your Delivery!* is available for Pre-Order on Amazon and Kindle and will launch on October 27, 2020.

