



ABOUT TARA LEWIS

Tara Lewis is "MomFit!" A former fashion model, wife, and full-time mother of four children best known for her radiant beauty and Southern charm, Lewis has managed to stay in great shape, excellent health, and look über hot for being almost 38.

One of the most in-demand Mom lifestyle personalities in Los Angeles, Lewis is quickly becoming one of the best recognized and popular emerging health and fitness leaders in the nation.

A motivator and role model, Lewis is considered one of the most inspiring Power Moms in the country for her role as Magazine Publisher, Published Author, Fitness Trainer, Life Coach, and Chic Fashionista.

Lewis has created a brand name for herself through her unique connection to her modern Mom audience, by motivating thousands of women to embrace "The Power of Moms in Motion."

A hip young active Mompreneur, Lewis recently launched MomFit The Movement, Inc.® with the goal of creating total life solutions for Moms across all platforms – Health, Nutrition, Fitness, Fashion, Family, Lifestyle and overall Momness™ (Mom + Hotness).

Her three current product offerings, 1) MomFit Magazine™, 2) MomFit Apparel™, and 3) The MomFit Training Program™ empower and equip Moms to redefine themselves and reach personal wellness goals for themselves as well as their families.

Lewis is also in development on two new product lines: 1) The MomFit Challenge™, a reality television fitness and style competition for Moms; and 2) the MomFit Home Fitness Training System™, a series of in home DVDs integrating fitness training, nutritional plans, behavioral changes, and image empowerment for Moms.

As Co-Founder and Chief Power Mom of MomFit The Movement, Inc.®, Lewis is responsible for leading the company's strategic vision, and product, apparel and brand development, as well as, developing the company's sales strategy, magazine circulation, and overseeing and optimizing all editorial and advertising operations.

In her role, she builds relationships and works closely with the best brands in the world to develop and market cutting edge products that communicate "The Power of Moms in Motion" message, integrate these brands into the Mom health and wellness world and get today's New Generation of Power Moms spreading their brand messages.

As the Executive Publisher of MomFit Magazine™, Lewis is a trailblazer for Moms everywhere, pioneering the first of its kind niche Mom-focused Health and Fitness Lifestyle Magazine. With an initial distribution of 50,000 for the Premier Issue, she leads the effort to make MomFit™ a household name and the leading magazine of choice for Fitness-Fashion-Family committed Moms on the pulse.

The published author of the book "Fit, Fine & Fabulous!" and a member of the National Association of Professional Women, Lewis is recognized nationally as a motivational speaker for inspiring women to live their best, with such topics as family and marriage, health and fitness, beauty and make-up, fashion and style, and self-empowerment.

Lewis' goal is to make sure MomFit™ is the standard for Mom fitness and an essential part of a progressive life of health and wellness that works for Moms and their families.

Lewis lives in Los Angeles, California with her husband Brian and their four amazing children, Alexius, Trevor, Trexton, and Tahari, as well as, their two beloved Boston terriers Tyson and Trendi. When she's not working, she enjoys traveling and getting involved in charitable activities, such as her work as Co-founder of the non-profit leadership organization Feel Your Faith, Inc., which has inspired and trained thousands of people to take action in their communities.

For more information, please visit www.momfitthemovement.com or www.momfitmagazine.com.

