



THE
heybrook

SOCIAL AND WELLNESS CLUB FOR
EXPECTANT AND EARLY PARENTS



MEDIA KIT

ABOUT

The Heybrook is a wellness and social club designed to provide support, knowledge, and a sense of belonging for expectant and early parents. We are a first of its kind integrated facility providing parents with access to classes, support groups, events, co-located private practitioners and a gathering space. We're on a mission to make parenting easier, more empowering, and less isolating.

hello@theheybrook.com

www.theheybrook.com

[instagram.com/theheybrook](https://www.instagram.com/theheybrook)

[facebook.com/theheybrook](https://www.facebook.com/theheybrook)

10415 NE 37TH Circle, Bldg 4
Kirkland, WA 98033

CO-FOUNDERS



Stuart Childress, CEO

"We deserve more than just a single postpartum follow-up appointment. Support should start when parents are expecting and should continue well after the baby is here."

Stuart has three kids under five and lives in Woodinville. She loves reading, spending time outdoors, and fitness

Stuart can be reached at Stuart@theheybrook.com and is available for direct inquiries and interviews.

"I'm passionate about the Heybrook, because becoming a new parent shouldn't be so hard. So much time is spent researching programs and services during those early years and we bring it all together for you."

Celita is a single mom to a 5-year old daughter, she resides in West Seattle. She enjoys traveling, cooking, and staying active.



Celita Lee, CMO

Celita can be reached at Celita@theheybrook.com and is available for direct inquiries and interviews.

FACT SHEET

MEMBERSHIP OFFERINGS

\$75/
mo

BASE

Unlimited access to member lounge, open playtime, and meet-ups

\$175/
mo

PLUS

Base + unlimited access to **classes and support groups**

\$275/
mo

PREMIUM

Plus + unlimited access to **series and workshops**

SERVICES & CLASSES

- Perinatal Massage Therapy
- Pelvic Floor Therapy
- Perinatal Mental Health
- Perinatal Acupuncture and Acupressure
- Lactation Support
- Infant Sleep Support
- Naturopathic Medicine
- Support Groups
- Childbirth Essentials
- Perinatal Nutrition
- Feeding Essentials
- Perinatal Yoga
- Potty Training Support

TARGET AUDIENCE

M or F

Gender

Seattle
Metro

Geo

\$100K

Median
Income

Expecting,
New Parent

Lifestage

Presence
of young
child

Household
make-up

Home
Owner

Housing
Status

STATS

- Founded January 2023
- Owned and operated in Kirkland, WA
- 3 full-time employees, 20 instructors, 8 private practitioners
- 3,500 sqft facility with a gathering space, a studio room, and 5 offices for private practice

BRAND GUIDELINE

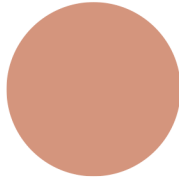
NAME ORIGIN

The Heybrook gets its name from the Heybrook Fire Lookout that sits atop its namesake ridge at 1,700 feet in the Mt. Baker-Snoqualmie Forest in Washington State. The lookout itself rises above the ridgeline and provides views of glacial peaks surrounding the valley. Just as the Heybrook Lookout was intended to watch out for any dangers, like a fire or other natural event, we at the Heybrook intend to serve our members as a lookout service for everything an expectant or early parent needs on their journey of growing a family.

COLOR PALETTE



#0b4b46



#d4967d



#dcd9d0



#3f4a49

FONT S

Sources Serif Pro

Source Serif Pro Light

LOGOS



THE
heybrook



THE
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