



Los Angeles, April 21

HEIDI MURKOFF, BEST-SELLING AUTHOR OF THE *WHAT TO EXPECT* SERIES NAMED ONE  
OF TIME MAGAZINE'S 100  
TIME'S ANNUAL LIST OF THE 100 MOST INFLUENTIAL PEOPLE IN THE WORLD

TIME magazine has named best-selling author Heidi Murkoff to the 2011 TIME 100, the magazine's annual list of the 100 most influential people in the world.

"I'm incredibly honored to be among those on this impressive list, but also incredibly humbled," said Heidi. "The truth is, every mom is influential – every mom has the power to change the world, not only by nurturing her own baby, but by reaching out to help other moms better nurture theirs. I can't imagine a better way to use the extra measure of influence Time Magazine has generously credited me with than to extend that reach – that hug of support, really – to moms around the world who need it most."

Dubbed the "pregnancy bible" the iconic *What to Expect When You're Expecting* is now in its fourth edition with more than 17 million copies in print. Other titles in the series, which have sold more than 34 million books in the U.S. alone and have been translated into over 30 languages include *What To Expect Before You're Expecting*, *Eating Well When You're Expecting*, *What to Expect The First Year*, and the newest member to join the family which arrived earlier this month, *What to Expect The Second Year* – the must have guide for parents of toddlers.

In 2005 Heidi expanded the What To Expect brand online with [www.WhatToExpect.com](http://www.WhatToExpect.com), the interactive state-of-the-internet companion to the WTE books, and home to a vibrant, vast, yet close-knit community of 3 million parents. In 2009, WTE went mobile with the WTE Pregnancy Tracker (the most popular pregnancy app in the world), the WTE Fertility Tracker, the WTE Baby Name Finder, and the WTE First Year Tracker.

Heidi's passionate commitment to moms and babies led to the creation of the What to Expect Foundation, a nonprofit organization dedicated to helping underserved families have healthy pregnancies, safe deliveries, and healthy, happy babies. With a beautiful, culturally appropriate low-literary pregnancy guide (provided at no cost) and comprehensive prenatal health literacy support, the WTE Foundation's groundbreaking Baby Basics program, available in English, Spanish and Chinese – has helped over 500,000 expectant moms-to-be in need and their babies.

In addition, Lionsgate Films is producing a feature-length version of *What To Expect When You're Expecting*. Heidi and her husband Erik will serve as executive producers on the romantic comedy that focuses on five couples as they discover one of the many universal truths about pregnancy: that little babies can bring big changes..even before they're born.

A sampling of some other honorees on the list include Michelle Obama, Congresswoman Gabrielle Giffords, Prince William and Kate Middleton actor Colin Firth and Facebook founder Mark Zuckerberg. The list, now in its eighth year, recognizes the activism, innovation and achievement of the world's most influential individuals. As TIME Managing Editor Richard Stengel has said of the list in the past, "The TIME 100 is not a list of the most powerful people in the world, it's not a list of the smartest people in the world, it's a list of the most influential people in the world. They're scientists, they're thinkers, they're philosophers, they're leaders, they're icons, they're artists, they're visionaries. People who are using their ideas, their visions, their actions to transform the world and have an effect on a multitude of people.

Press Contact:

[Heidi.Schaeffer@pmkbnc.com](mailto:Heidi.Schaeffer@pmkbnc.com)

PMKBNC Public Relations

310-289-6200

###