



HEIDI MURKOFF BIOGRAPHY

Heidi Murkoff conceived the idea for *What to Expect When You're Expecting* during her first pregnancy, when she discovered that most books only added to her questions and worries. Determined to write a guide that would help expectant parents sleep better at night, Heidi delivered the proposal for *What to Expect* just hours before delivering her daughter, Emma. She teamed up with medical writer Arlene Eisenberg and Sandee Hathaway, BSN, to write what has been called the pregnancy bible, with almost 13 million copies in print. In fact, according to USA Today, 93 percent of all expectant mothers who read a pregnancy guide read *What to Expect When You're Expecting*, now in its fourth edition.

Heidi went on to write an entire bookshelf of titles dedicated to helping parents learn what to expect. The What to Expect® series, which has sold more than 30 million copies, includes *What to Expect the First Year*, *What to Expect the Toddler Years*, the *What to Expect: Eating Well When You're Expecting*, the *What to Expect Pregnancy Journal and Organizer*, and the *What to Expect Babysitter's Handbook*. She's also written nine What to Expect® books for children, designed to hold their hands as they venture off to face life's first experiences. *The What to Expect Kids* series includes *What to Expect When Mommy's Having a Baby* and *What to Expect When the New Baby Comes Home*.

The website whattoexpect.com is the newest member of the What To Expect family. This interactive, personalized online companion provides a vibrant community of other moms and moms-to-be, along with tips, support and advice dedicated to making those 40 weeks and first year easier, and offers a chance to chat with Heidi, the mom who wrote the book.

A passionate commitment to parents and babies led Heidi to co-found The What to Expect Foundation (www.whattoexpect.org), a nonprofit organization dedicated to helping low-income families expect healthy pregnancies, safe deliveries, and healthy, happy babies. As president of the foundation, Heidi helped create *Baby Basics: Your Month by Month Guide to a Healthy Pregnancy*, a beautiful, culturally appropriate prenatal guide geared toward readers with low literacy. So far, nearly a half million copies of *Baby Basics*, in English and Spanish, have been distributed free to expectant moms in need across the country.

Heidi is a senior contributing editor and columnist for *Baby Talk* and *Parenting* magazines and is a frequent guest on CNN, the Today show, the CBS Early Show, and Good Morning America.

Heidi and her husband, Erik, have two children and live in Southern California.