

MEDIA KIT

2026

On-demand strength workouts that start with the pelvic floor

Designed by a physical therapist and led by expert coaches, so you can train with confidence at home, at the gym, or anywhere you move.

CONNECT
PELVIC FLOOR FITNESS

connectpelvicfloorfitness.com
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FAST FACTS

Connect at a glance

WHAT IT IS	An on-demand fitness membership that brings pelvic floor education and real strength training together
WHO IT'S FOR	Women who leak, feel pressure or have pain during exercise; postpartum moms, whether it's been months or years; women navigating prolapse or diastasis recti; active women in perimenopause and beyond; women living with back, hip, SI joint or pelvic pain; and strong, fit women who still deal with pelvic floor symptoms
FOUNDED	May 2024
FOUNDER	Dr. Caroline Packard, DPT, a Doctor of Physical Therapy and pelvic floor physical therapist. Her full background is in her media bio.
PROGRAMS	10+ specialized training programs and built-in self-assessments, with new workouts added monthly
GROWTH	Paid membership more than tripled in 2026
PRICING	$30 a month or $180 a year, with a 14-day free trial. HSA/FSA eligible.
WHERE TO TRAIN	Web, iOS and Android apps, Apple TV, Amazon Fire TV and Roku

1 in 3
women affected by pelvic floor dysfunction

100K+
women who have trained with Connect

850+
guided workouts, and counting

★★★★★
4.9
stars from 500+ app ratings

AS SEEN IN

Newsweek CNN Underscored Real Simple HuffPost Parents BuzzFeed Woman's World Fit&Well The Bump

ABOUT CONNECT

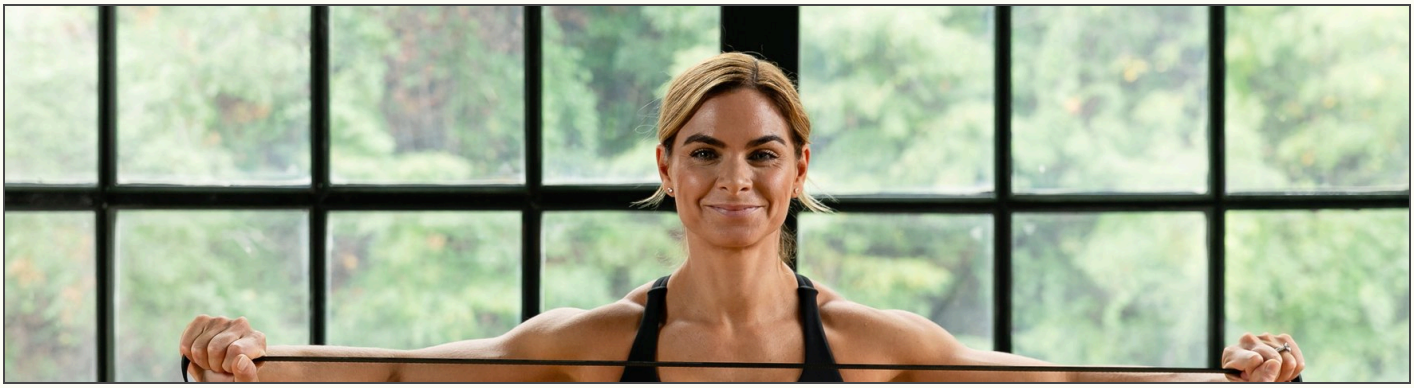
Live your life without limits

THE PROBLEM

Many women quietly step back from workouts they love because of leaking, pressure or pain they can't quite explain and have been told to accept. Traditional fitness programs rarely account for pelvic floor function, and rehabilitation often stops short of rebuilding full-body strength.

THE CONNECT APPROACH

Connect teaches women to train with the pelvic floor, not against it. Members build a foundation of breathing, core and pelvic floor coordination, then progress to heavier lifting, running and athletic movement. The result is strength that carries into everything they do.



The Connect Journey

PHASE 1

BUILD A FOUNDATION

Pelvic Floor Foundations

A 19-week program that starts with education, then moves through five stages: Prep, Reset, Integrate, Strength Fundamentals and Elevated Strength. Built-in self-assessments guide each step.

PHASE 2

KEEP BUILDING

Advanced Programming

10+ specialized programs, including Return to Running, Lift Heavy, Power & Plyo and 30-minute Train 30 programs, with new workouts added monthly.

PHASE 3

GO DEEPER

Expert guidance and community

A Movement Mastery Library with targeted help for anterior pelvic tilt and SI joint pain, yoga and mobility videos, live Q&As and a members-only community for support and accountability.

THE TEAM

Multiple coaches, one proven method

SPOKESPERSON	Dr. Caroline Packard, DPT, founder and lead Connect coach. Her full background is in her media bio.
THE CONNECT COACHING TEAM	Every Connect coach teaches the method Caroline built, including Rachel Nephew, Lead Programmer and Connect Coach, and Melissa Hembrough, Head of Community and Connect Coach.

MEMBER STORIES

Strength that speaks for itself

"I'm a substitute teacher. I said yes to an elementary PE class and arrived to see jumping jacks, bunny hops, and frog jumps on the warmup list. I made it through 3 classes and led every warmup with no leaks — after my morning coffee, with no bathroom break. I never thought that would be possible.

LANA S., 41, MOTHER OF FOUR

"Honestly, it feels like a miracle. I've done other diastasis recti programs before, and while they helped, I was still symptomatic. This program is seriously life changing.

DESIREE

"I thought I was fine, until post menopause arrived, then my life collapsed. My symptoms are improving every day, and I have just completed a 3 day hike, which I missed doing very much!

LISA

Member experiences shared with permission. Individual results vary.

FOR MEDIA

Contact and assets

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Media access to Connect is available on request.

PRESS ASSETS

Approved headshots, logos and app images

Download press assets

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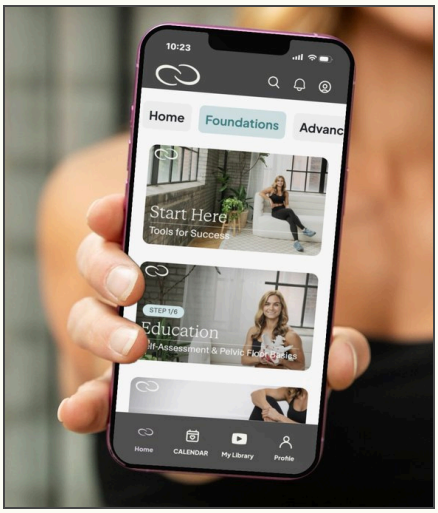
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ABOUT CONNECT PELVIC FLOOR FITNESS

Connect Pelvic Floor Fitness is an on-demand fitness membership that brings pelvic floor education and real strength training together. Founded in May 2024 by Dr. Caroline Packard, DPT, a Doctor of Physical Therapy and pelvic floor physical therapist, Connect offers more than 850 guided workouts designed by a physical therapist and led by expert coaches. More than 100,000 women have trained with Connect, and members can stream workouts on the web, iOS and Android apps, Apple TV, Amazon Fire TV and Roku. Learn more at connectpelvicfloorfitness.com.



FREE WAYS TO START

New members can always start with a 14-day free trial. Connect also offers a 7-day Breathing Basics challenge, a 10-day Core Foundations series, a 14-day Ignite Your Glutes & Core challenge, e-books and a pelvic floor quiz, all free at connectpelvicfloorfitness.com.

GIFT MEMBERSHIP

A one-year Connect membership is available as a gift.

Give a Connect membership