

“Welcome Home: The Maternity House Experience,” celebrating moms of color, comes to Minneapolis Mother’s Day Weekend

Day-long event, features cooking demos, Ask A Pediatrician, Meet the Doulas, childbirth classes, screenings, Belly Laughs comedy set, with food, music & more!



MINNEAPOLIS, MINNESOTA, USA, May 7, 2024 /EINPresswire.com/ -- [Irth \(Birth, without the B for bias\)](#), the first

Welcome Home, the Maternity House Experience in Minneapolis for Mother's Day Weekend

of its kind “Yelp-like” app for Black & brown women and birthing people, invites expecting and new parents in the Twin Cities to “Welcome Home: The Maternity House Experience”—a multi-city tour turning amazing homes into vibrant learning experiences. The event marks the launch of Irth's Twin Cities project, funded by Greenlight Fund Twin Cities, to improve Black maternal health in the region.

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At a time when Black women are dying at disproportionate rates in the Twin Cities, Irth app is giving families of color the education, support, and joy they deserve for pregnancy and parenthood.”

Kimberly Seals Allers, founder, Irth

The free event from 11 am to 7pm at the Lion Greene mansion, is sponsored by BlueCrossBlueShield, and features prenatal fitness classes, nutritional cooking demos, mini massages and manicures, Ask A Pediatrician, Meet the Doulas, breastfeeding support, and a Belly Laughs comedy set followed by food and music. The event is part of Irth's groundbreaking work nationwide capturing ratings and reviews of prenatal, birthing, and pediatric experiences of care and turning them into data and strategic plans to help hospitals prevent maternal deaths and provide more respectful and equitable care. Hennepin Health is the first Minneapolis health system to partner

with Irth and its Hospital Improvement Program, which is being implemented in five other states.

WHEN: Saturday, MAY 11th, 11a.m to 7p.m.

WHERE: Lion Greene Mansion 1422 Fremont Avenue North, Minneapolis

Media Invited to Attend

In-Person Media Interview Opportunities: Pre-Event Friday, May 10th by appointment
Event Day Starting at 10:30 am

Programming Schedule:

Beauty Bar

Complimentary Massages & Mini Manicures : 1pm - 4pm | Complimentary Henna Art Work: 2pm - 4pm

Move Room

Prenatal/Postpartum Yoga: 12pm - 1pm | Breathe and Meditation Workout: 2pm - 3pm

Crown Living Room

Family Health Resource Table: 11am - 2pm

Dad Dialogue: 1pm - 2pm | Ask a Midwife Q&A: 2pm - 3pm

"Turn Your Passion Into Profit" Mini Workshop & Book Giveaway 3pm - 4pm

Screening: The Big Idea: Birth Without Bias following by Birth with Irth book signing 4pm

Black Birthing Joy Room

Live Music, Spoken Word, and Mini Music Making Workshop: 1pm - 2pm

Postpartum Healing Workshop: 4pm - 5pm

Lactation Room

Breastfeeding Basics Workshop: 1pm - 2pm | "It's All About the Latch" Workshop: 4pm- 5pm

The Kitchen

Prenatal Cooking Demo and samples: 12pm - 1pm | Postnatal Cooking Demo: 3pm - 4pm

Joy is Our Birthright Reception

DJ: 5pm - 7pm

Comedian: Shannan Paul: 5:30pm - 6pm

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Sponsored by Blue Cross Blue Shield Minnesota, in partnership with Greenlight Fund Twin Cities

About: Irth is the first-of-its kind platform for Black and brown women and birthing people to find and leave ratings and reviews of Ob/Gyns, birthing hospitals, and pediatricians. On the back end, Irth turns its reviews into robust patient experience data to help hospitals, payors, and providers "learn from the living" to prevent maternal deaths, while providing more respectful and

equitable care. Irth is a grant funded project of Narrative Nation, a NYC-based 501(C)(3). Irth is funded in the Twin Cities by Greenlight Fund Twin Cities and is working with Hennepin Healthcare as the first partner for Irth's Hospital Improvement Program. Learn more about Greenlight and the [Hennepin Health partnership here](#).

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