

MEDIA KIT



CASEY KEEN

MOTHER, AUTHOR,
POSTPARTUM ADVOCATE

www.alchemyofmotherhood.com

THE ALCHEMY SESSIONS

EMPOWERING WOMEN THROUGH TRUTH, HEALING, AND PREPARATION

Extensive research, through medical journals, virtual mom groups, and countless one-on-one conversations, reveals a clear and devastating pattern: the healthcare system continues to fail mothers. The stories, though varied in detail, echo the same truths. Mothers deserve more than survival, they deserve support, preparation, and truth.

That's the heart of The Alchemy Sessions, a multi-city event series that centers the emotional, physical, and mental realities of childbirth and postpartum. From birth trauma and identity loss to self-care and systemic failure, this series tells the whole story, the one no one prepared us for, but every mother deserves to hear.



WHO AM I

Casey is the author of *The Alchemy of Motherhood* (publishing in 2026 by Cynren Press), founder of a growing postpartum Discord community, and a fierce advocate for maternal health. With a bachelor's in psychology and a master's in forensic medicine, Casey understands the deep psychological and physiological connection between trauma, identity, and recovery. She blends lived experience with educational insight to speak on the real, raw realities of childbirth and postpartum.

After navigating a traumatic birth, postpartum preeclampsia, and feeling failed by the healthcare system, she created The Alchemy Sessions to prepare, empower, and support other mothers, so they can recognize the warning signs and avoid the same systemic failures that too often go unseen until it's too late.



EVENT OVERVIEW

The Alchemy Sessions Series is a multi-city, in-person postpartum event focused on truth-telling, education, and support. Some topics include birth trauma, postpartum mental health, identity shifts, and systemic healthcare failures. Each session will feature a guest expert (doula, L&D nurse, pelvic floor therapist, etc.). Events will be professionally recorded and available through a paid digital option for those who can't attend in person.

Attendees receive:

- Take-home gift bags with goodies, postpartum packet and information
- A self-care station with affirmations
- Raffles, snacks, and meaningful community connection

WHO WE'RE REACHING

- Expecting moms, new moms, and seasoned mothers still navigating postpartum realities
- Women who've experienced birth trauma or felt unsupported by the healthcare system
- A growing audience of 2,000+ engaged through Instagram, Discord, and email
- Moms seeking real conversation, real care, and meaningful preparation, not fluffy baby advice

WAYS TO COLLABORATE

- Product samples for gift bags (self-care, wellness, clean beauty, etc.)
- Sponsored raffles or giveaways
- Digital discount codes or resource cards
- Future co-branded partnerships or virtual workshop support

GET IN TOUCH

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