

DEVON LOFTUS

PRESS KIT

winter 2024

CONTENTS



 *click
to navigate:*

- ⁰¹ Devon's Story
- ⁰² Books
- ⁰³ Social Media
- ⁰⁴ Press Highlights
- ⁰⁶ Events
- ⁰⁷ Coming Soon
- ⁰⁸ Contact





Devon Loftus is a writer and author of two internationally-published, award-winning books.

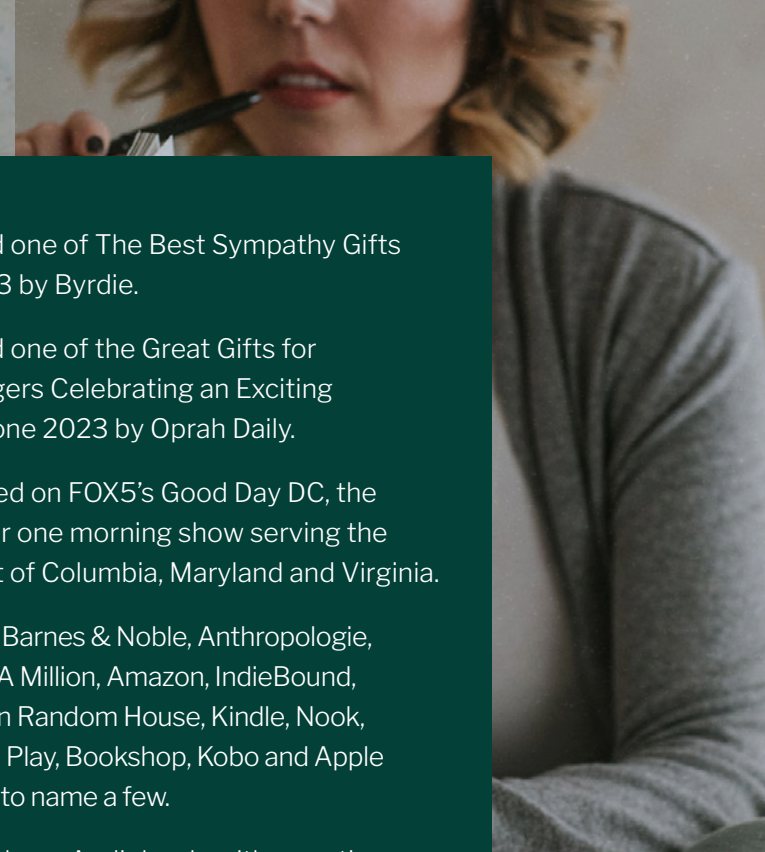
Through a lens of whimsy and curiosity, Devon explores taboo topics like hormonal health, emotional embodiment, relationships, and grief. With every project, she invites her readers into her beautifully messy and vulnerable world, giving them permission to be exactly as they are.

In between book projects, Devon offers writing mentorship and workshops, weaving her life experiences into every lesson. She also enjoys taking the stage to speak about writing as a tool for healing and the topics that inspire her creative endeavors.



BOOKS





- Named one of The Best Sympathy Gifts of 2023 by Byrdie.
- Named one of the Great Gifts for Teenagers Celebrating an Exciting Milestone 2023 by Oprah Daily.
- Featured on FOX5's Good Day DC, the number one morning show serving the District of Columbia, Maryland and Virginia.
- Sold at Barnes & Noble, Anthropologie, Books A Million, Amazon, IndieBound, Penguin Random House, Kindle, Nook, Google Play, Bookshop, Kobo and Apple Books, to name a few.
- Available on Audiobook, with narration by Devon Loftus.

Dwell: A Journal for Naming, Processing, and Embracing Your Emotions

By Devon Loftus

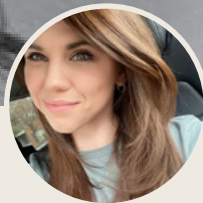
Released April 18, 2023 via TarcherPerigee, an imprint of Penguin Random House
Rated 5 on Amazon and 4.7 on Goodreads.



Playfulness. Grief. Awe. Discomfort. Come and meet each of your emotions in the beautifully complex space where they dwell. This powerful guide will take you on a journey inside your feelings, giving you the tools to put words to your emotions and acknowledge them fully—without judgment or shame.

As thoughtful as it is comforting, *Dwell* introduces you to forty-eight unique emotions and gives them each their own style, look, and personality. With inspiring, poetic essays followed by workbook pages and prompts, *Dwell* serves as a space to discover your own internal landscape with compassion.

Kind words



“There’s something about humanizing a thing that makes it less threatening, less intimidating, and that’s what Devon has done in this book: She reminds us that emotions are human. All emotions. The happy ones, and the negative ones. The loud ones, and the quiet ones.”

—JULIA GUERRA

Writer for InStyle, Mindbodygreen, Shape and BestProducts.com

Kind words



- Awarded Silver at the 2022 Nautilus Book Awards under Food, Cooking & Healthy Eating.
- Named one of the top Wellness Gift Ideas for your Body, Mind and Soul 2021 by Daily Hive.
- Featured by Well + Good, Mindbodygreen, New Jersey Monthly, Best Holistic Life Magazine, Conscious Connection Magazine and PSTPRM, amongst other top tier national outlets.
- Sold at Indigo, Target, Amazon, Waterstones, Kindle, Barnes & Noble, Kobo, Apple Books, Google Play, and Walmart, to name a few.

The Moon Cycle Cookbook: A Holistic Nutrition Guide for a Well-Balanced Menstrual Cycle

By Devon Loftus and Jenna Radomski

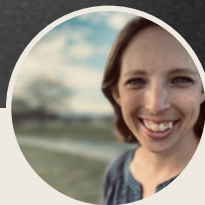
Released October 5, 2021 via Storey Publishing
Rated 4.7 on Amazon and 4.4 on Goodreads



In *The Moon Cycle Cookbook*, bakery founder Devon Loftus and nutritionist Jenna Radomski empower women to nourish themselves with recipes for sweets, savory meals, and snacks, organized around each of the four phases of the menstrual cycle, that can be customized to suit their bodies' fluctuating needs.

Discover delicious, nutrient-rich ways to ease cravings and boost energy levels with these special recipes from the creators of Moon Cycle Bakery. Organized by the four phases of your cycle, the hormone-supporting foods are complemented by rituals and practices for achieving emotional health along with a strong, balanced body.

Kind words



“This cookbook is a hug to the soul and a sensual feast for the eyes. Devon Loftus and Jenna Radomski have put together nutritional education for balancing hormones in a way that is accessible. Pairing the information with self-care rituals, poetry, and seasonal practices takes this cookbook to the next level. Gone are the days of hiding a pad on your way to the bathroom and praying for the next week to vanish.”

—JESSICA VOGTMAN

Writer and evidence based birth instructor

Kind words

SOCIAL



MEDIA



INSTAGRAM

@_DEVONLOFTUS

Devon's personal Instagram showcases her behind-the-scenes journey as a working mom, author, mentor and speaker, along with whatever may be inspiring her at the time. She values connecting with her community on a personal level and encourages open discussions on her page through writing prompts. Devon enjoys supporting other creatives through live Q&As as well as book and workshop recommendations.

Whether you are a best-selling author, or someone dipping their toes into the world of writing for the first time, Devon would love to foster a relationship with you.

FOLLOWERS AS OF JANUARY 2024:

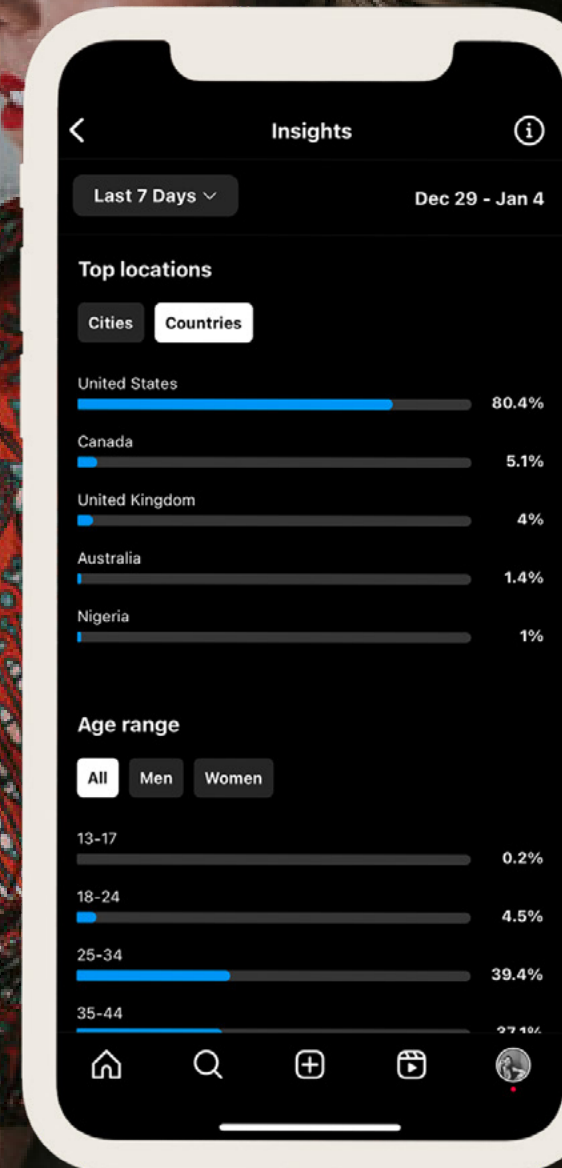
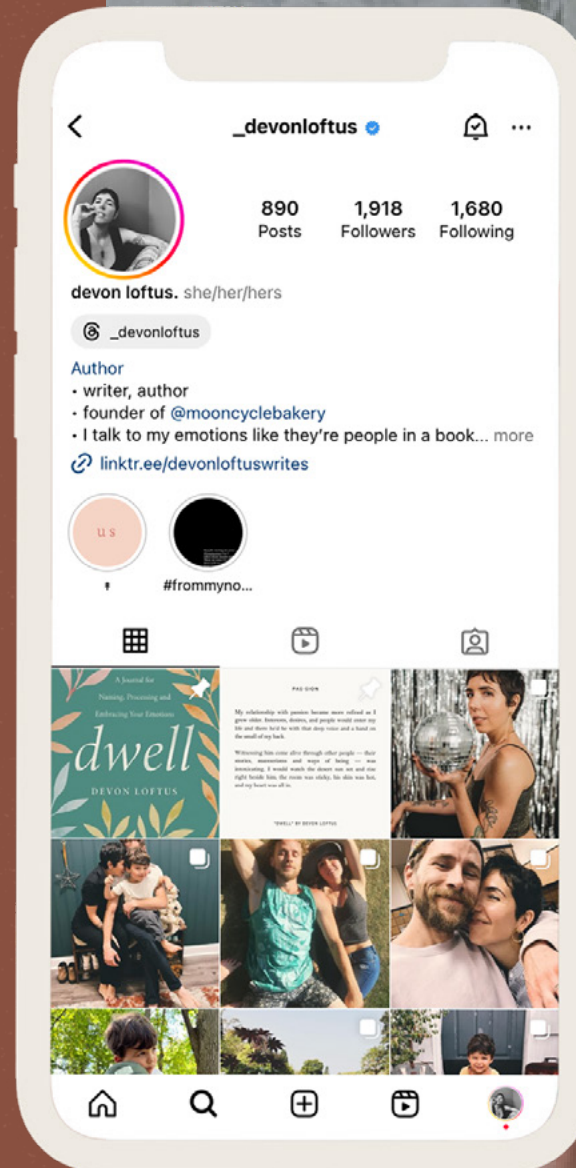
1,913

AVERAGE WEEKLY ACCOUNTS ENGAGED:

350

FEMALE AUDIENCE:

85%



INSTAGRAM

@MOONCYCLEBAKERY

Moon Cycle Bakery's Instagram is an educational and supportive resource for those who menstruate. Chock full of empowering rituals, recipes, books, client success stories, events and products, MCB aims to destigmatize and celebrate the menstrual cycle. Devon and her team are constantly expanding their offerings by listening to the needs and pain points of their customers. By collaborating with experts, MCB also features materials and tips for pre and postpartum care, perimenopausal symptoms and teens, to name a few.

No matter what stage of life you are in, MCB and Devon would love to hear all of your messy moments and success stories.

FOLLOWERS AS OF JANUARY 2024:

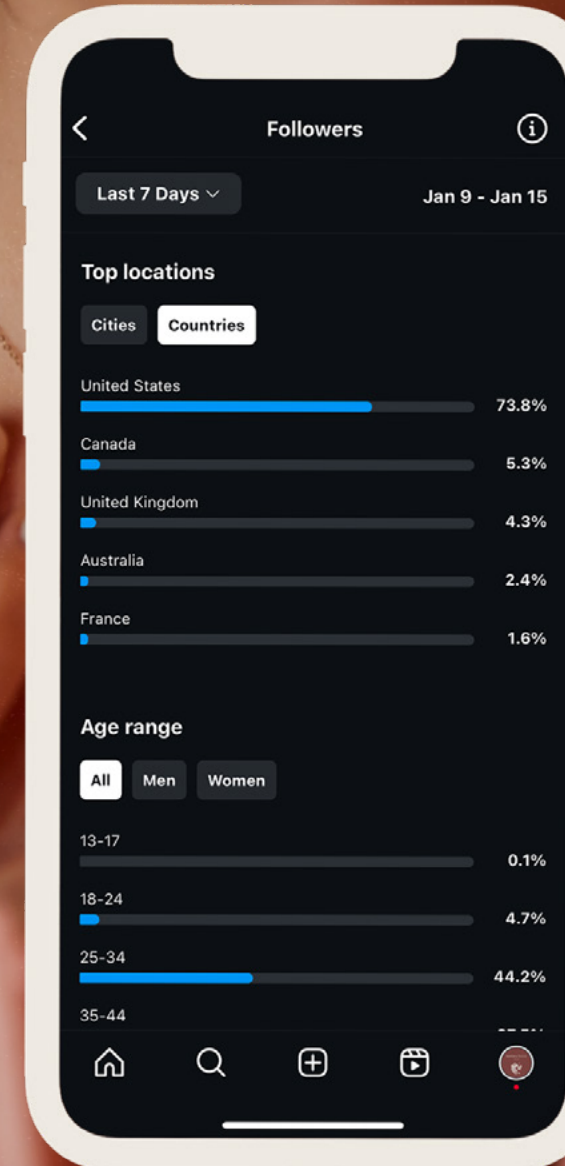
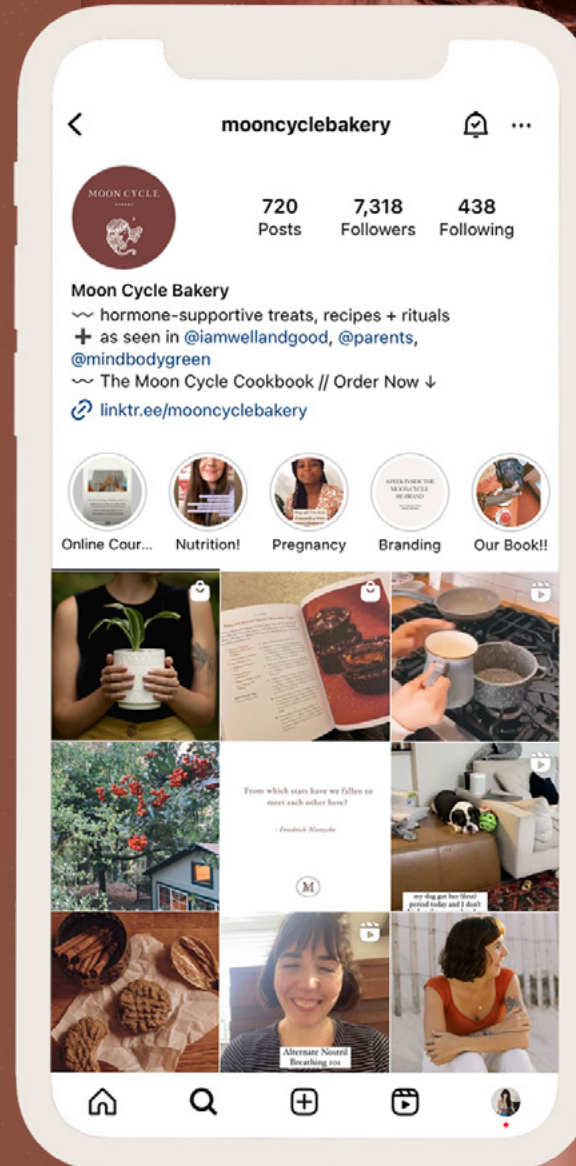
7,318

AVERAGE WEEKLY IMPRESSIONS:

1,138

FEMALE AUDIENCE:

98%



PRESS



HIGHLIGHTS

MEDIA COVERAGE

As of November 2023, Devon's books, business endeavors and expert commentary have garnered over 11 billion impressions through international print features, online articles, television appearances and podcast interviews.



SWEETLY HIGH



MEDIA FEATURES

A go-to resource for a variety of outlets and editors, Devon is regularly featured in print and online at the international, national and local level. Whether it be a Q&A, full length feature, gift guide, roundup, review, or op-ed, her storytelling shines through. With over seven years of on-camera experience, Devon is also at ease with both live and pre-taped segments.



PODCAST INTERVIEWS

Devon's soothing voice and bubbly personality make her an engaging podcast guest. She has joined a variety of shows that tackle topics ranging from parenting, health and wellness, mental health, food and beverage, books and writing, and entrepreneurship, to name a few.

 *click images
to listen*

EVENTS



CORPORATE EVENTS

LANGUAGE AND SEXISM

Society taught femme folks how to use language that wouldn't disrupt or take up too much space. Explore what that language looks like, the effects it can have, and what to say instead.

LANGUAGE AND AGEISM

"Senior moment". "Selfie generation". Language is ripe with ageist stereotypes. Learn the science behind it, and how to use language to respect generations of all kinds.

CRAFT BRAND MESSAGES THAT FEEL LIKE A WELCOMING CONVERSATION

Don't let "inclusivity" be a buzzword. Learn about the science of belonging, how storytelling brings us together, and the impact it can have on your brand and customers.



WELLNESS RETREATS AND EVENTS

WHAT IT LOOKS LIKE TO HIDE BEHIND OUR EMOTIONS

Dysregulation happens on both ends of the spectrum: when we solely react. And when we try to respond perfectly. Working with our emotions falls somewhere in the middle.

KEEPING UP WITH THE JONESES ISN'T JUST ABOUT WEALTH

Trying to live up to a certain societal standard doesn't just hurt the bank—it's emotionally stunting. Learn how to ditch the disconnection and come to terms with vulnerability.

IN AN "URGENCY CULTURE", SITTING WITH OUR FEELINGS BECOMES AN OBLIGATION— NOT A PRIVILEGE

Sitting with your feelings is a necessary part of building integrity. Explore the ways you avoid self-reflection. And learn how to reconnect in a fast-paced world.



coming soon

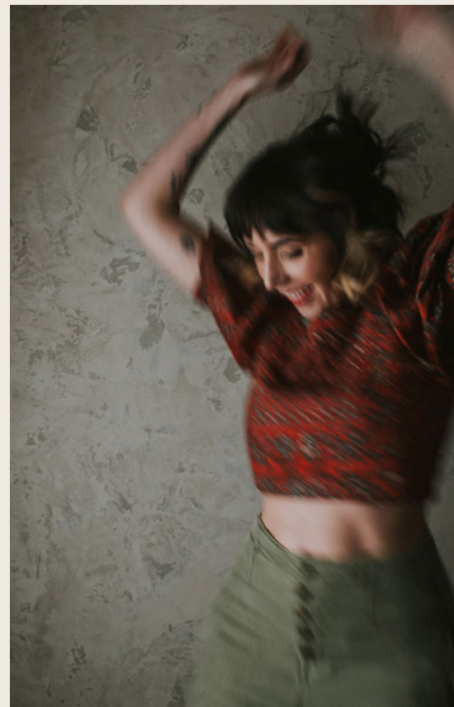
Stay tuned for some exciting projects launching in 2024 and beyond!

BOOKS

Devon is currently working on her third book in the health and wellness space, alongside co-author Dr. Rhea Mehta, PhD, a toxicologist and women's healthcare advocate. While most of this project is under wraps, fans of *The Moon Cycle Cookbook* and *Dwell* are sure to love this next title.

COURSEWORK AND WORKSHOPS

Ongoing education is important to Devon and she is regularly developing new, self-paced coursework and digital workshops for her community. She also enjoys offering online office-hours and mentorship opportunities, which will be ongoing through the next year. Her next course will highlight how to write and publish your own book.



coming soon

For rates and bookings,
please contact:

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