

# BG company supporting fitness during pregnancy gets grant

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A Bowling Green-based company providing physical activity guidance during and after pregnancy is one of eight Kentucky businesses to recently earn grants to support their work.

BumtUp Labs offers an app featuring exercise videos for those who are pregnant or postpartum to improve health outcomes – the focus being evidence-based fitness, according to company CEO Rachel Tinius.

The goal is to improve health outcomes for pregnant and postpartum women, which is especially important in Kentucky, where morbidity-mortality rates are significantly higher than the national average, Tinius said.

Launched in 2022, the company has reached about 1,000 users, around three-quarters in the Bowling Green area, she said.

It became eligible for a \$295,000 Small Business Innovation Research grant after the National Institutes of Health scored it within the top 20% among grant applicants nationwide – allowing Tinius to hire a research coordinator and chief technology officer. Then, the state on July 10 announced it as one of eight Kentucky companies statewide to receive matching funds – for BumtUp Labs, \$75,000,



Rachel Tinius, CEO of BumtUp Labs, holds her baby Tess Tinius while performing an exercise in 2022.

which enables Tinius to keep the positions, one full time and the other a fractional position, for around another year.

“... I’m doing this kind of adventurous thing and going out on a limb to do this – and, the state is supporting it like they believe in me,” she said. “That’s a really nice feeling.”

To not have to lose anybody and to keep us intact for a solid year (...) is really helpful.” Grant funds will also support other areas of the business, from keeping the app up to date, to traveling for the purpose of broaden outreach.

The idea came as she conducted research at WKU and realized that doctors were telling pregnant and post-

partum women they needed to be more active and healthier – and they wanted to but didn’t know where to acquire information.

“Generally speaking, even if people were not pretty motivated before, they become motivated a lot of the times when they’re pregnant because it’s not just about themselves anymore – so, you’ve got this need,” Tinius said.

“... we needed a digital tool that does not exist,” she said. “Rather than wait for someone else to do it, I decided to do it.”

All app content – every exercise, every video – is vetted by physical activity experts, obstetricians and physical therapists; between two of the latter, one has certification in women’s health,

while the other, a recent graduate, intends to acquire that additional certification, she said.

Most exercises came from Tinius – an exercise physiologist and an associate professor at Western Kentucky University’s exercise science department – and all are performed by pregnant women, overseen by a physical therapist to ensure correctness, under the purview of a research coordinator who’s a licensed physical therapist and clinician, and reviewed by two of the company’s board obstetricians.

“I really have a strong desire to better the lives of people in our community and beyond, so that really drove me to make the decision to go for it,” Tinius said.

## JA of South Central Kentucky names Griffing as new president

By the Daily News

Junior Achievement of South Central Kentucky announced that Lauren Griffing has been named the organization’s next president, effective Aug. 4.

Griffing currently serves as JA’s director of education, where she has played a pivotal role in expanding student-focused programming across the 13-county region, according to a news release. In her time with JA, she has led the implementation of initiatives such as the growth of JA Girls, cultivated strong partnerships with local businesses and educators, and strengthened the delivery and integrity of programs that prepare young people for success in a global economy, according to the release.

Prior to joining JA, Griffing spent nearly a decade as a kindergarten teacher at St. Joseph Interparochial School, where she was committed to educational excellence – even having JA regularly visit her own classroom. She also brings previous leadership experience in human resources and business ownership, providing a strong foundation for leading a nonprofit organization.

Griffing holds a Master of Business Administration from Eastern Kentucky University, a Master of Teacher Leadership with a gifted and talented endorsement from Western Kentucky University and dual bachelor’s degrees in elementary education and economics.



LAUREN GRIFFING

### BUILDING PERMITS

**Bowling Green**  
Signature Signs, 870 Fairview Ave., sign.  
Nayoyinka Spencer, 266 Maple Hill Court, storm shelter, \$7,500.  
Southpaw USA Inc., 2625 Scottsville Road (Dunham Sports relocation), alter commercial interior, \$986,450.  
Maxus Construction, 750 Lovers Lane (Storage Sense), new commercial building, \$4,182,273.  
Houchens Properties, 3170 Louisville Road, alter commercial interior, \$85,000.  
Stewart Richey Construction, 1500 N. Sunrise Drive, \$45,000.  
New Image Contracting, 1506 N. Sunrise Drive, site work, \$45,000.

**Advanced Mechanical,** 150 Scottys Way (Cassidy’s), alter commercial interior (cooler installation, \$29,900.  
Whitfield Enterprises LLC, 937 College St. (Vistro), one new attached non-illuminated sign.  
Felicia Wood, 3222 Hunt Master Drive, pre-built storage building, \$11,590.20.  
Keith Mangold, 209 Cynthia Lynn Drive, addition on single-family residence, \$200,000.  
Cortez Murray, 1568 Newton Ave., addition to single-family residence, \$3,500.  
Scott & Ritter, 938 Morgantown Road, demolition of commercial structure, \$4,375.



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## NOTICE

The following described motor vehicles will be sold by sealed bids. Sealed bids will be accepted at any Morgantown Bank & Trust location until 11:00 am Friday, July 25, 2025. The sealed bids will be opened Friday, July 25, 2025 at 2:00 pm. The collateral listed below is located at C & L Auto, 619 Logansport Road, Morgantown, Kentucky 42261.



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2013  
CHEVROLET  
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