



FOR IMMEDIATE RELEASE

EVERY DAY WILL BE “PAY IT FORWARD” DAY AT EMBRYO DONATION INTERNATIONAL

Embryo donation facility takes more than baby steps to benefit society by launching new program

FORT MYERS, Fla. (April 19, 2011) – “Pay It Forward” Day is April 28 and it is just one of 365 days a year that Embryo Donation International (EDI) will support the worldwide initiative by contributing a cash donation, on behalf of its embryo donation patients, to one of 10 international, national and regional charities.

EDI is one of the few private, non-faith based, non-discriminatory and full-service embryo donation facilities in the United States providing cost-effective embryo donation options to people around the globe desiring to build a family. It has launched a unique program that allows embryo donors to select one of ten charities to which EDI will make a cash donation after the donors’ embryos arrive at EDI. The charities include Save the Children, Doctors Without Borders, Make a Wish Foundation International, March of Dimes, United Way, RESOLVE, American Fertility Association, American Cancer Society, Children’s Advocacy Center of Southwest Florida and the Children’s Hospital of Southwest Florida. These nonprofits will receive a cash donation of \$30 for one embryo donated, \$60 for two embryos donated or \$100 for three or more embryos donated. In the vast majority of the cases, three or more embryos are donated.

“The gifts of life and ongoing health of patients in need, whether in our local community or beyond, are of utmost importance to and the driving force behind our organization,” said Dr. Craig R. Sweet, EDI Founder, Medical Director and board certified physician in Reproductive Endocrinology and Infertility as well as Obstetrics and Gynecology. “Patients who donate their embryos are ‘paying it forward’ to infertility patients. We are inspired by their kindness. Making year-round charitable donations, based on the admirable ‘Pay It Forward’ philosophy, will be our way to contribute to society today and tomorrow.”

For more information about “Pay It Forward” Day, visit www.PayItForwardDay.com.

ABOUT EMBRYO DONATION INTERNATIONAL (EDI)

Embryo Donation International (EDI) is a private non-faith based, non-discriminatory reproductive endocrinology and infertility practice located in Fort Myers, Florida. Founded by Dr. Craig R. Sweet in 2011 as an expansion of its 10 year-old embryo donation program (sometimes incorrectly referred to as embryo adoption), it is one of the most experienced and cost-effective embryo donation centers in the United States. EDI’s dedicated mission is to reduce the number of frozen embryos abandoned or discarded by matching embryos to patients in need regardless of race, religion, ancestry, sexual preference or marital status. For more information, contact Dr. Sweet at 800.334.2184, 239.275.5728 or visit www.EmbryoDonation.com.

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