



FOR IMMEDIATE RELEASE

A NEW COMPANY IS BORN – EMBRYO DONATION INTERNATIONAL

Medical facility gives frozen embryos a chance at life and patients a chance at parenthood

FORT MYERS, Fla. (April 5, 2011) – Embryo Donation International (EDI), one of the few, non-faith-based, non-discriminatory embryo donation facilities in the United States, officially opened today to provide cost-effective embryo donation options to people around the globe desiring to build a family.

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. EDI is a subdivision of Specialists In Reproductive Medicine & Surgery, P.A. (SRMS), which has been providing embryo donation for 10 years as well as compassionate reproductive endocrine and infertility care for over 20 years.

“Our first public discussion on this sensitive topic took place during the week after ‘9-11’ in 2001,” said Dr. Craig R. Sweet, EDI Founder, Medical Director and board certified physician in Reproductive Endocrinology and Infertility. “When so many lives were lost, we spoke about the unclaimed potential life held in cryopreservation within our practice due to abandonment. Today’s announcement is the result of our passionate advocacy for pairing frozen embryos with patients in need based on EDI’s ethical values of nondiscrimination and our core belief that embryos deserve a heightened level of respect and should not be abandoned or discarded.”

In 2003, the nonprofit research institution RAND estimated there were at least 400,000 embryos cryopreserved in the United States (Fertility & Sterility, May 2003, Vol. 79, No. 5). EDI’s goal is to encourage patients to use their embryos to expand their own families but otherwise consider embryo donation rather than abandonment or discarding them.

For more information about the company’s history, philosophy, services and devoted staff, visit www.EmbryoDonation.com. Frequent updates are available at EDI’s Facebook, LinkedIn, Twitter, YouTube, Digg and Vimeo pages – all accessible via the EDI website.

ABOUT EMBRYO DONATION INTERNATIONAL (EDI)

Embryo Donation International (EDI) is a private reproductive endocrinology and infertility practice located in Fort Myers, Florida. Founded by Dr. Craig R. Sweet in 2011 as an expansion of their 10 year-old embryo donation program (sometimes incorrectly referred to as **embryo adoption**), they are one of the most experienced and cost-effective **embryo donation centers** in the United States. EDI’s 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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