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**FOR IMMEDIATE RELEASE**

**Local Fertility Center Offers Free IVF Cycle**  
*One Lucky Couple to Receive Special Holiday Gift*

PITTSBURGH — November 10, 2008 — For the one in ten couples in America struggling with infertility, the holidays can be the worst time of year. This holiday season, though, one infertile Pittsburgh couple will be given the chance to have a baby by winning a free IVF cycle from local fertility center Reproductive Health Specialists (RHS).

In vitro fertilization (IVF) is a process that involves an egg and sperm being harvested to create an embryo. Although it is the most common fertility procedure in the country, it comes at a high price. IVF cycles can cost upward of \$12,000 each, and it often takes couples several cycles to achieve positive results.

RHS, Western Pennsylvania's only independently owned and operated fertility center, is offering a free cycle to one woman in the Pittsburgh area who has been struggling with infertility for over a year. Entrants for the giveaway must be between the ages of 21 and 42, have basic medical insurance and undergo an evaluation for medical appropriateness of IVF as treatment.

"In these difficult economic times, many families have been forced to put their dreams of having a child aside," says Dr. Carolyn Kubik, co-founder and Medical Director of RHS. "The team at RHS is happy that we can give one couple this special gift in the hopes that they can achieve their dream of having a baby."

For details and entry information about the giveaway, interested persons can go to [www.ivfpittsburgh.com](http://www.ivfpittsburgh.com) or call 1-800-318-3114. The deadline for entries is December 31, 2008. The winner will be selected at random and announced in January 2009.

*Reproductive Health Specialists, Inc. (RHS) is the region's only independent, women-owned and operated reproductive endocrinology and fertility center focused on one goal: helping every patient to have a baby. The practice has two locations: Monroeville and Wexford.*

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