



Contact:

Amy Chiaverini
Tel: 412.434.6934 x325
amy@fittinggroup.com

FOR IMMEDIATE RELEASE

RHS Commemorates Mother's Day with Free IVF Giveaway

PITTSBURGH — May 4, 2009 — Mother's Day is one of the most difficult times of the year for the one in ten couples in America who struggle with infertility. That's why local fertility center Reproductive Health Specialists (RHS) is sponsoring a free IVF giveaway in honor of Mother's Day this year.

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 one lucky couple a free cycle of IVF and all of the related treatments in honor of Mother's Day. Entrants for the giveaway must be struggling with infertility for over a year, be between the ages of 21 and 42 and have basic medical insurance. The winner must undergo an evaluation for medical appropriateness of IVF as treatment. Both current patients and non-patients of RHS are eligible to enter the giveaway.

"I can't think of a better way to commemorate Mother's Day than to hold this giveaway," said Dr. Judith Albert, co-founder and Medical Director of RHS. "I hope our efforts will help a woman achieve her dream of becoming a mother."

For details and entry information about the giveaway, interested persons can go to www.ivfpittsburgh.com or call 1-800-318-3114. The deadline for entries is June 30, 2009. The winner will be selected at random and announced in July.

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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665 Rodi Road
Building Two, Second Floor
Pittsburgh, PA 15235

Western Surgery Center
6001 Stonewood Drive, Suite 304
Wexford, PA 15090

Tel: 412-731-8000
Fax: 412-731-8399
www.ivfpittsburgh.com