

For Immediate Release

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Save the Cord Foundation Launches "Share Your Story" Feature

TUCSON, Ariz. (July 23, 2009) – In honor of Cord Blood Awareness Month, Save the Cord Foundation has launched a "Share Your Story" feature on the Foundation's website. This feature allows people to share their experiences involving cord blood collection, donation and treatment. The purpose of the page is to provide a place to share stories, to inspire, and to connect with others.

"We created this feature because the issue of cord blood is deeply under valued and under funded in the United States," said Charis Ober, co-founder of Save the Cord Foundation. "It is a place for patients, expectant parents and those thinking about cord blood donation to come together as a community and learn about the amazing life-saving uses of cord blood through other people's real-life experiences."

Cord blood stem cells are currently being used to treat and cure more than 70 life-threatening illnesses and are presently being tested in clinical trials for their regenerative medicine capabilities. However, 95% of umbilical cord blood in the United States is considered 'medical waste' and is thrown away.

The American Hospital Association's Society for Healthcare Strategy & Market Development has designated July as "Cord Blood Awareness Month." The goal is to raise awareness, and empower expectant parents to make informed choices regarding their family's future health.

Save the Cord Foundation is the leading non-profit voice demanding change in the medical priority given to cord blood in the United States. The Foundation is dedicated to providing factual, unbiased information about the life-saving benefits of umbilical cord blood. For more information, visit www.savethecordfoundation.org.

Editors Note: Personal cord blood transplant stories are located at www.savethecordfoundation.org/personalstories.php?cat=stories.

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