

Specialists In Reproductive Medicine & Surgery, P.A.

www.DreamABaby.com • Fertility@DreamABaby.com



FOR IMMEDIATE RELEASE – PHOTOS ATTACHED

****B-Roll of the filming is available including lab shots, procedures and footage of the patients and doctor.**

**Southwest Florida fertility specialist, patients featured in
new nationally televised series, ‘The Fertility Chase’
*Series to launch May 1 in conjunction with National Infertility Awareness Week***

FORT MYERS, Fla. (April 23, 2010) – Local fertility patients and physician, [Dr. Craig Sweet](#), a reproductive endocrinologist and medical director of Specialists in Reproductive Medicine and Surgery, will be featured in a new independently produced television series “The Fertility Chase” scheduled to begin airing on May 1, 8:30 – 9 a.m. EST on WE tv, the Women’s Entertainment cable television network. The launch of the series, produced by Exodus Productions, coincides with National Infertility Awareness Week, April 24 – May 1, a week dedicated to raising awareness about infertility, a condition affecting 7.3 million Americans. **The segment featuring Sweet and his patients is scheduled to air on Saturday, May 15 and will highlight the issue of embryo donation.**

One local couple featured in the show, Walter and Amy Costello from Sanibel, underwent in vitro fertilization following diagnosis and treatment for endometriosis, a leading cause of infertility. Under the care of Sweet and his staff, the couple implanted two embryos and chose to save their remaining four embryos to try for more children in the future or to donate to another infertile patient.

Through a process called cryopreservation or embryo freezing, excess embryos resulting from in vitro fertilization are stored for future use. An estimated 500,000 embryos are currently in cryopreservation in the United States.

“In addition to minimizing the opportunity for multiple births, cryopreservation gives families the opportunity to have more children in the future,” says Sweet. “In the event that patients

choose not to transfer and use all of their remaining embryos, our patients are given the option to donate them to research or to other infertility patients who have chosen embryo donation to build their family.”

“In our case, we hope to use our embryos to grow our family someday,” says Amy. “However, should we decide not to do so, we have indicated our wishes to give the gift of life to another family through embryo donation.”

Less than two weeks after the Costello’s own embryos were implanted, the couple received long-awaited news: “We are expecting a baby boy, due on June 20, Father’s day,” says Amy. “It was a long, emotionally and financially difficult journey, but we couldn’t be happier. We are truly blessed.”

Specialists in Reproductive Medicine and Surgery, P.A. is a reproductive endocrinology practice providing comprehensive and compassionate reproductive endocrine care including IVF, preimplantation genetic diagnosis (PGD), egg donation, embryo donation, gestational surrogacy, conventional surrogacy, oocyte cryopreservation, cryopreservation of ovarian/testicular tissue, sex selection, gynecology, genetics, endocrinology as well as menopausal diagnostic and treatment services.

For more information, visit www.dreamababy.com or www.sweetfertility.com. Become a fan of Dr. Sweet on [Facebook](#) and follow him on [Twitter](#). Become a fan of [The Fertility Chase on Facebook](#).

Media Contact:

Dr. Craig R. Sweet, Specialists in Reproductive Medicine & Surgery, P.A., 239-275-8118
Teri Hansen, Priority Marketing, teri@prioritymarketing.com, 239-267-2638