First-Of-Its-Kind “Be Social” Fundraising Campaign Kicks-Off to benefit patient charity Infertility Network UK

Tuesday 6 May, 2014

UK, 6th May 2014 – The Eeva™ Test is launching its Be Social (#BSOCIAL4INUK) campaign to raise money for Infertility Network UK (I N UK), a patient charity solely devoted to help, support and provide information to people who are struggling to conceive. The campaign is simple, and uses the power of social media to build awareness and raise money for I N UK. A donation of £1 will be made to I N UK for every ‘Like’ on Facebook or ‘Follow’ on Twitter of the fertility clinics in the UK offering the Eeva Test. The Eeva Test is clinically proven to aid embryologist in the selection of embryos with the highest development potential for transfer.

“We have always believed in supporting patient education and advocacy” said Lissa Goldenstein, President and CEO of Auxogyn, developers of the Eeva Test. “The #BSOCIAL4INUK campaign is very simple; with only a click patients, friends and family can support Infertility Network UK and, at the same time, become socially connected with the fertility clinics that similarly support this campaign.”

“By partnering with I N UK and IVF clinics to launch the first of its kind “Be Social” campaign we want to give patients an opportunity to read and also share their stories with others, providing and receiving support and information on infertility”, Lissa Goldenstein added. “We hope everyone will take part in—and click on — the #BSOCIAL4INUK campaign.”

Susan Seenan, chief executive of I N UK, said: “Infertility affects one out of every 6 couples in the UK today and that’s a lot of people who need our help. One of the charity’s main aims is to raise awareness of fertility issues and support patients throughout their journey; getting behind this campaign will allow us to help more people struggling to conceive.”

Infertility patients who would like to know more about I N UK visit www.infertilitynetworkuk.com.

The “Be Social” campaign ends 15th June. To locate the participating clinics and support the campaign go to www.eevaivf.com/besocial

* Maximum donation of £250 per clinic

About I N UK

Patient charity, Infertility Network UK, is dedicated to providing free help, support and information to people who are struggling to conceive. We are there for everyone, right through their fertility journey, whatever the outcome.
www.infertilitynetworkuk.com

About the Early Embryo Viability Assessment (Eeva) Test

The Eeva™ Test provides IVF clinicians with predictive information about the embryo’s development potential to help improve embryo selection. When used adjunctively to traditional morphology the Eeva Test may improve IVF outcomes by providing IVF clinicians and patients with objective information on embryo development potential. The Eeva System utilizes proprietary software that automatically analyzes embryo development against scientifically and clinically validated cell-division timing parameters. With the Eeva Test’s quantitative data on each embryo’s potential development, IVF clinicians can optimize the treatment path for their patients undergoing IVF procedures. Auxogyn received CE mark for Eeva in July 2012, and it is currently available for use in the select countries in the EU. In the United States, a 510(k) application for the Eeva System is currently under review by the FDA.

For a full list of clinics offering the Eeva Test please visit eevaivf.com or follow us on Twitter @EevaIVF. View video of the technology on YouTube.

Media contacts:

I N UK:

Media:

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Business & Finance :: Health ::

Related Keywords:

Infertility :: Clinic :: Campaign :: Donate :: Fundraising :: Social :: Patients :: Education ::

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