



Hope For Children Who Need A Marrow Transplant

(NAPS)—Thousands of families who have a child in need of a bone marrow transplant still don't know about a treatment option that could save their child's life. If parents learn about this procedure, it could give their child up to a 90 percent chance of survival.

The life-saving link may be found in a newborn sibling. For about 10 minutes after the baby is born, doctors can collect the blood that remains in the umbilical cord before it is thrown away. The blood contains valuable stem cells that can be used instead of bone marrow and is often the physician's preferred treatment choice because it is associated with fewer transplant complications and, for some diseases, better survival.

Cord Blood Registry (CBR), the largest, most experienced family cord blood bank in the world, offers a special program to help expectant parents when there is a family need for a stem cell transplant. Through the Designated Transplant Program, CBR will collect and store the newborn's cord blood at no cost—for up to four years.

"It's a tragedy when a child or adult who may not survive without a transplant doesn't know about cord blood stem cells," says Stephen Grant, vice president of communications for CBR. "With our Designated Transplant Program, we are reaching out to create awareness about the value of cord blood banking, and then we cover the cost of the service when someone needs a transplant right away."

Anyone can store their baby's cord blood as a safeguard for the future, even if there isn't an immediate need to use it. More than 20,000 families have stored their baby's cord blood with CBR, and although parents hope they'll never have to use it, they have peace of mind knowing that it's there—just in case.

To learn about CBR's Designated Transplant Program, family stem cell banking, or to read about families who have experienced cord blood transplants, visit www.cordblood.com or call 1-888-CORD-BLOOD (888-267-3256) for more information.