



PRESS RELEASE – RESOLVE OF NEW ENGLAND

395 Totten Pond Rd., Ste. 403, Waltham, MA 02451 · 781-890-2250 · resolveofnewengland.org

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FOR IMMEDIATE RELEASE

Contact: Rebecca Lubens
781-890-2250 or 617-413-0639
rlubens@resolveofthebaystate.org

LEADER OF INFERTILITY BLOGGER REVOLUTION TO SPEAK AT RESOLVE OF NEW ENGLAND ANNUAL CONFERENCE

Waltham, MA – July 16, 2010 – Melissa Ford, leader of an infertility blogger revolution that is changing the way infertility patients interact with each other and their treatment providers, will be the keynote speaker at RESOLVE of New England’s Annual Fertility Treatment, Donor Choices, and Adoption Options Conference on Saturday, November 6, 2010 in Marlborough, Mass.

Melissa Ford is the author of the award-winning website, Stirrup Queens, and has been blogging since 2006. She is also a contributing editor at BlogHer, the premier women's blog platform. While carving new paths in the blogosphere herself, Ford also provides inspiration and leadership by publicizing new bloggers and facilitating connections through social media. During this year's National Infertility Awareness Week, Melissa led the conversation through Project IF, successfully encouraging legions to share their biggest “what if” regarding infertility.

“We are incredibly excited to have Melissa join us keynote speaker at our annual conference. With so much communication now taking place through social media, it seemed exactly the right time to have such an influential practitioner be a highlight of our event. Plus Melissa's polished writing, self-deprecating sense of humor, and joy shines through all her work,” said Rebecca Lubens, Executive Director of RESOLVE of New England.

Ford is also author of the book, *Navigating the Land of IF*, an insider’s guide that helps readers move through the emotional landscape of infertility. In the book, she shares her hard-earned knowledge and insights so couples struggling with infertility can navigate a confusing, difficult world of choices and decisions. Ford completed her MFA at the University of Massachusetts-Amherst. Ford lives outside Washington, D.C. with her writer husband, Joshua, and their twins. Her new book, *Life from Scratch*, a work of fiction, will be released in December 2010.

The conference will be held on Saturday, November 6, 2010 at the Best Western Royal Plaza Hotel in Marlborough, Mass. Ford’s speech will take place from 8:40 – 9:10 a.m. and the conference runs for the full day, with nearly 40 educational workshops, concluding at 5:00 p.m. Information about program and registration fees is available at www.resolveofnewengland.org.

About RESOLVE of New England

RESOLVE of New England is a non-profit, consumer-based infertility support organization that provides compassionate and informed help to people experiencing infertility. Barbara Eck, a nurse who experienced infertility and was seeking resources for support, founded RESOLVE in Massachusetts in 1974. RESOLVE of New England offers a variety of programs and services focusing on infertility, adoption, and donor conception. More information on RESOLVE of New England can be found at www.resolveofnewengland.org

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