Pointers For Grandparents

Give Your Grandchild The Gift Of Life

(NAPSA)—Welcome your new grandchild into the world with a gift that lasts a lifetime. Using a specialized technology, expectant families can now collect and save the newborn stem cells in their babies' umbilical cord blood.

Collected immediately after birth in a quick, easy, and painless procedure, newborn stem cells are cryogenically frozen for future use. Families who store cord blood have peace of mind knowing that stem cells are immediately available if ever needed. Currently, doctors use newborn stem cells to treat serious illnesses such as leukemia, sickle cell anemia, and other serious blood and immune disorders.

Banking newborn stem cells provides families with a type of biological insurance that has the potential to save that child's or another family member's life someday—maybe even yours. According to recent research, stem cells have shown amazing potential to treat conditions such as heart disease, diabetes, stroke, Alzheimer's disease, and brain and spinal cord injury.

As a nurse, grandmother Keithann Melton knew that the benefits of banking her granddaughter's newborn stem cells far outweighed the financial commitment. "I knew my son and daughter-in-law wanted to do the procedure but were hesitant to ask for financial help," said Melton. "I didn't think twice about it. It's the best gift a grandparent could ever give."

Before you invest, do your research and have your child talk to her doctor. Choose a company that is financially stable. Select an experienced bank that specializes in processing and storing newborn stem cells and does not diversify into other businesses. Ask each bank that you talk to about how frequently samples have been released and how many have actually been used in medical therapies. It's the best proof that your grandchild's stem cells will be viable if a family member ever need them. If a cord blood bank is reluctant to answer any of your questions, move on.

For more information on cord blood banking call 1-888-CORD BLOOD or visit www.cordblood.com.