

## **babyREADY launches the world's first virtual 2SLGBTQIA+ focused baby show**

*Comprised of over 25 interviews with professionals and families, babyREADY is proving that there is a market for family planning events specifically for 2SLGBTQIA+ people.*

ONLINE EVENT, September 24, 2022 - babyREADY created and launched the 'Not the "Other" Baby Show' as a unique event which is not made up of the traditional large group of vendors, all hoping to encourage prospective, parents to buy their products or services. Instead it is comprised of interviews with two different groups of people.



The first selection of individuals that were spoken with are professionals who are able to offer specific insight into the needs of 2SLGBTQIA+ people while they are on their journey to parenthood. The second collection of conversations are with families telling their stories. Every person that was interviewed identifies as being 2SLGBTQIA and as such, answered the questions that were asked from that perspective.

Some of the topics hopeful parents may need to know more about include:

- costs of surrogacy
- the role of a fertility clinic
- mandated reproductive counselling for people using donor eggs OR sperm
- induced lactation for the non-birthing parent
- . . . and more

To this date there hasn't been a place where people with questions about these topics have had access to finding the answers they crave and insight from the stories of those who went before them.

### **About babyREADY**

Founded by Sam Leeson in 1998, babyREADY has always had education about fertility, childbirth and parenting at its core. After working alongside thousands of individuals and couples as they moved through their family creation process for over 15 years, it was approximately 10 years ago that Sam made the move to primarily market babyREADY to 2SLGBTQIA+ population, of which she is a proud member. "While all of us know there are many cisgendered, heterosexual professionals, who have wonderful resources to offer new or hopeful parents, this was the time for me to ensure that members of my own community received the support, guidance and care they need and deserve."

For a link to tickets to this event: <https://www.eventbrite.ca/e/not-the-other-baby-show-tickets-406408337277>