



**New Legacy Radio**  
**Tuesday at 10 AM Pacific**  
**June 14th 2022: Encore The Little Known**  
**Realities of the IVF Industry & What We Need**  
**Now**

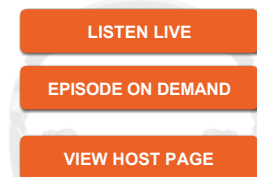
In today's episode, we will discuss the history of the IVF industry, and its latest strategies for expanding its market reach and services. This 44-year-old for-profit industry is estimated to reach to \$37 billion dollars globally by 2027. It has done a masterful job positioning itself as a 'cure' for infertility and, more recently, selling the 'promise' of future family through egg freezing and other third-party services. The hope sale is central to its business model. Pamela Mahoney Tsigdinos has fought for the last decade+ to raise the visibility of those who have been negatively impacted

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#### Featured Guest



##### Pamela Mahoney Tsigdinos

Pamela Mahoney Tsigdinos is an awardwinning journalist, researcher and truth teller about the realities and the aftermath of ART assisted reproductive technology. She is also the awardwinning author of Silent Sorority: A Barren Women Gets Busy, Angry Lost and Found, the first infertility memoir not authored by a mother, and Finally Heard, which moves beyond the personal to examine the complex interrelationship of the psychological, social and cultural implications faced by Generation IVF. She is cofounder of the grassroots initiative ReproTechTruths.org. Her newest paper, An IVF Survivor unravels fertility industry narratives, is in a special issue of the Journal of Marketing Management She c

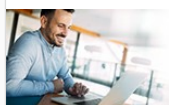
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