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**FOR IMMEDIATE RELEASE**

## **INCEPTION CELEBRATES IN OTTAWA**

### ***Inception Cord Blood Program supporting the city of Ottawa and Eastern Ontario Region.***

MISSISSAUGA, ON (Oct 26, 2009) - Inception announces the launch of the Ottawa, Harmony Clinic location, celebrating the valuable partnership with the surrounding community and medical professionals.

As Ottawa's family cord blood program Inception believes it is important to continue to strongly support and educate the local community about the life saving realities of banking umbilical cord blood. The launch is by invitation only and will take place on October 28<sup>th</sup>, 2009 at The Empire Grill Room. The evening will begin with a welcoming address from Richard Lockie, Chairman & CEO of Inception followed by a dinner presentation from two internationally recognized physicians: Dr. Robert.F. Casper, Professor, Division of Reproductive Sciences and Senior Scientist, Samuel Lunenfeld Research Institute, will present Human Umbilical Cord Blood Stem Cells: Present and Future Uses followed by Dr. Adam Gasses, Division of Haematology/Oncology, Blood & Marrow Transplant, Hospital for Sick Children who will present Cord Progenitor Stem Cell Transplants.

The awareness of umbilical cord blood stem cells is rapidly increasing due to the impact on medicine today as well as the potential of cellular therapy and regenerative medicine in the near future for diseases such as Type 1 Diabetes and Cerebral Palsy.

All media is welcomed to attend and encouraged to contact prior to the event.

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Inception is the largest cord blood program in Canada, with over 31,000 cord blood units banked. By continuing to partner with leading Canadian medical facilities such as Toronto's Mount Sinai Hospital, the Inception Cord Blood Program is able to provide every family with the ability to collect and store their baby's valuable cord blood, while the company's Biosciences division focuses on developing new and improved applications for stem cells

For more information, log onto [www.insception.com](http://www.insception.com)