An awareness campaign to encourage women to think about fertility at an earlier stage in their lives

The 'Be ready, whenever you're ready' campaign seeks to support and provide women with an informational platform to empower and educate them about fertility preservation. The campaign is aimed at women of fertile age across Europe.

We want to enable women to be ready to make the right choices for them when it comes to starting a family.

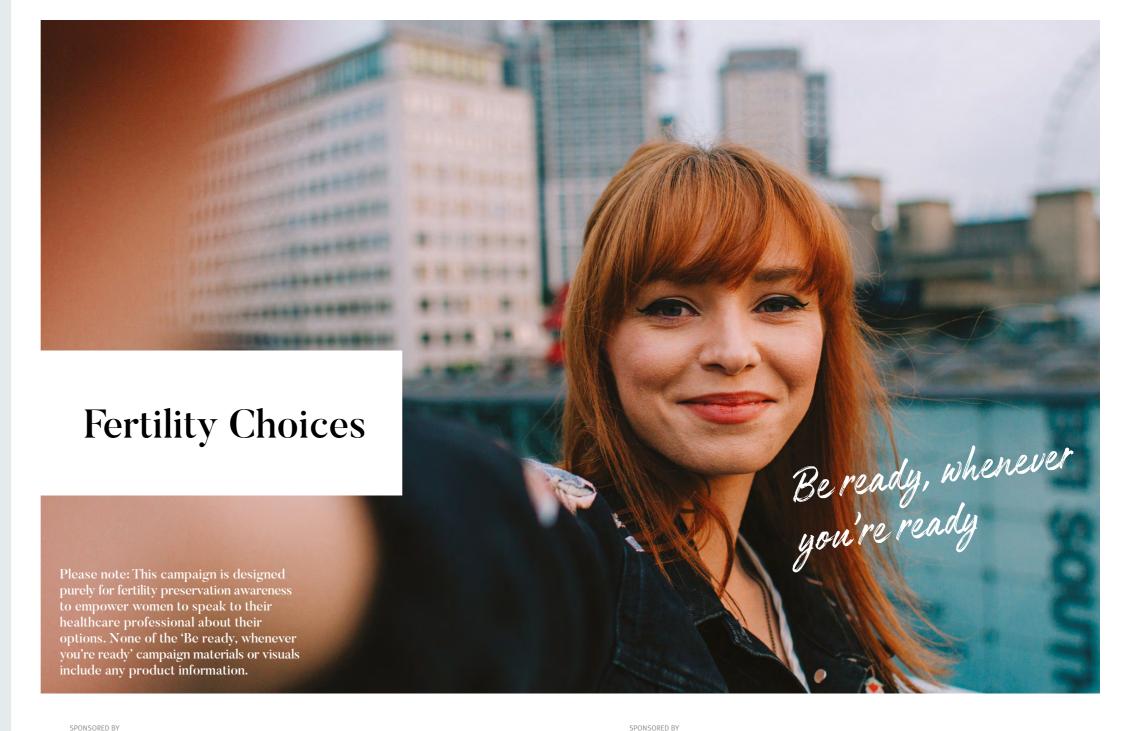
The campaign aims to:

- Encourage women to think about their fertility journey at an earlier stage in their lives
- Provide factual answers to questions that women considering fertility preservation may have
- Encourage women to speak with their local fertility specialist to discuss fertility preservation and their options

How will the campaign raise awareness with women?

The campaign will utilise a variety of channels within print and digital media to encourage women to find more information on the 'Be ready, whenever you're ready' website.

Clinic posters are available to display in your waiting rooms to raise awareness of fertility preservation options and the campaign website, to help support the conversations you may have. Please speak to your local Gedeon Ritcher representative for further information.



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