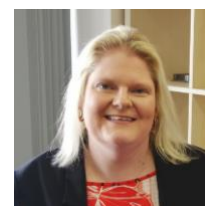


Meet the world's first IVF-baby, Louise Joy Brown, in London

In 1978 the world's first IVF-baby saw the light of day. Today, Louise Joy Brown is 41 years old, and in 2015 she published her memoirs. Meet Louise Joy Brown in London on the 2. November for her book signing.

Louise Joy Brown became a celebrity the moment she was born in 1978. As the first human ever, she entered the world as a result of assisted reproductive technology. Louise Joy Brown has written a book on her life as the world's first IVF-baby and is touring with the international sperm and egg bank [Cryos International](#) to highlight the possibilities with assisted reproductive technology. Meet Louise Joy Brown at the [London Fertility Show](#) on the 2nd of November at Cryos' booth, where you can buy a signed copy of her book "My Life as the World's First Test-Tube Baby."

– Not many people can say that they became world famous a few hours after they were born. But I can. I have written this book to tell my story, and I'm touring with it to highlight the fact that childlessness is still a big problem for many people in the world despite the progress of technology, says Louise Joy Brown.



40 years of assisted fertilization

In the years after her birth, Louise Joy Brown travelled the world with her mother to meet the world press. Everywhere, she was met by people who were astonished and fascinated by what technology had made possible for the childless. Since then, Louise Joy Brown has lived a normal life, but her status as an icon and a representative for technological advancement has remained undeniable.

– I still meet people who want to take pictures of me and have my autograph. Even though I haven't done much to deserve fame other than being born, I'm delighted to experience the love and joy that these people express, says Louise Joy Brown.

Ambassador for Cryos International

Louise Joy Brown collaborates with the international sperm and egg bank Cryos International, which she has become ambassador of. Together they tour fertility-conventions all over Europe. CEO of Cryos International, Peter Reeslev, says:

– Louise's birth was a watershed moment in 1978. It sparked the hope for people all over the globe, that they too could have the child of their dreams. Today, assisted reproductive technology is commonplace, but there is still much to be done in spreading awareness around fertility issues and ensuring that all people if needed can receive treatment, despite their civil status.



Louise Joy Brown is the first living example of how technology can help the people with fertility issues have a child, and since 1978 assisted reproductive technology has helped the dream of a child become true for about 8 million people. However, according to Peter Reeslev, it's crucial that the industry keeps investing in fertility research, so even more people can be helped in the future.

Cryos is an international sperm and egg bank with more than 30 years in the industry. We are the world's largest sperm bank with more than 1,000 donors both anonymous and non-anonymous – and with the largest number of registered pregnancies. Cryos' vision is to help the childless fulfil the dream of having a child.
<https://dk.cryosinternational.com/>