

## The world's largest sperm bank: Photos of our donors as adults are a hit in the UK

**Single women and couples from the UK looking for sperm donors can now see photos of donors at the world's largest sperm bank, Cryos of Denmark, as adults. The donor photos have taken the United Kingdom by storm.**

Donors from the world's largest sperm bank, the Danish company Cryos, have supplied thousands of sperm samples to the UK over many years. Genetic material from tall, well-educated, healthy men has always been in high demand among childless British women and couples, but interest rose to new heights a few weeks ago when Cryos became the first sperm bank in Europe to publish photos of some of its donors as adults on its website. Because of the GDPR regulation, the pictures are behind a paywall that costs 250 euros to cross.

– There has been a lot of interest in the donor adult photos from the UK. It is by far the European country with the greatest number of people who have paid to access the images on our website. We had expected a gradual take-up of our new initiative because of the paywall, but we are very pleased with the interest it's had, says Cryos CEO Peter Reeslev.

As well as up-to-date photos of many new donors as adults, Cryos provides a range of personal information on their 1,000-plus sperm donors. Depending on the donor profile chosen, this may include baby photos, audio recordings, handwritten greetings, emotional intelligence tests, family trees and staff impressions of the donor.

### **It has to feel like a match**

Because of the world-wide interest in assisted reproductive technology (ART), Cryos, which supplies donor sperm throughout the EU and to over 100 countries worldwide, is seeing increased demand for its donors generally. In the last 5 years, though, the world's largest sperm bank has seen an even more significant change: a much bigger proportion of single women and same-sex couples have signed up as customers. Today, singles make up 50 percent of Cryos's UK customers; 35 percent are same-sex couples, and 15 percent are heterosexual couples.

– Interest in our extended profiles with additional personal donor information is growing, especially among singles and same-sex couples. The adult photo helps them replicate the natural selection mechanism. That means it is easier for them to tell whether there is a match between them and the donor, and whether he really is a man they would like in the real world. With heterosexual couples, it's the opposite. They generally want to know less about the donor out of respect for the social father, explains Peter Reeslev.

### **Danes to the rescue**

The number of British sperm donors has fallen drastically since 2007, when anonymous British sperm donors were banned by law in the UK. And, in the 40th anniversary year of the birth of the world's first IVF baby, Louise Brown, UK demand for Cryos's sperm donors has never been higher.

– Denmark has a rock-solid reputation when it comes to health, environment and educational level, which makes donors' sperm and genes very sought-after. And, as Cryos also has more than 30 years' experience in the field and a great many donors to choose from, we are a natural choice for many people in the UK, says CEO Peter Reeslev.

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Cryos is the world's largest sperm bank, with over 1,000 donors. The Danish-based company supplies frozen donor sperm and eggs to more than 100 countries throughout the world and has helped conceive over 65,000 donor children. Cryos meets UK standards, has the world's widest selection of anonymous and non-anonymous donors and can also point to the world's highest number of registered pregnancies. <https://dk.cryosinternational.com/>