

W, the women's show Educates Parents on Cord Blood Banking

Deerfield Beach, FL (May 7, 2008) — Expectant parents today face a tough and irreversible choice: whether or not to bank their newborn child's cord blood? Preserving a newborn's stem cells is called cord blood banking and allows parents to have their baby's cord blood saved for potential medical uses to treat life-threatening diseases. To educate viewers on this important decision, W, the women's show sent host Chanel Hart to Cord Blood Registry in Tucson, Arizona for a talk with Dr. David Harris. The show will air on May 9th at 7:30 on the WE network and on May 18th at 7:30 on Oxygen.

"Many expectant parents are perhaps overwhelmed and confused by this choice, so we researched the options in order to help our viewers make an informed choice that best suits them and their families," says Caroline Pace, W's Executive Director of Programming.

W, the women's show is a fast-paced half-hour show that transports women to the "non-fluff" zone, offering in-depth, relevant and inspiring one-on-one interviews and stories that highlight the triumphs and challenges that women face. Each episode offers viewers helpful ideas and timely information that make their lives easier and more enriched.

Quorum Productions, a wholly-owned subsidiary of O2 Media Inc., is a Florida-based production company that is nationally renowned for creating award-winning educational programming. Their shows are geared towards disseminating innovative ideas and practical solutions to everyday challenges. Guests on Quorum Productions' shows have included experts from AARP, Upromise Inc., P&G, Merck, TIAA-CREF, and many others.

For additional information about W, the women's show and how your company can be selected as a guest, please contact Caroline Pace, Executive Director of Programming, at carolinep@quorumproductions.tv or call 954-571-5221 ext 107.