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FERTILE DREAMS NAMES FOUNDATION RELATIONS DIRECTOR

WINTER PARK, Fla., July 1, 2010 – Fertile Dreams has named Preya Shivdat, as the Foundation Relations Director for the non-profit organization that provides grants for couples needing medically assisted fertility treatments and/or adoption services.

Her responsibilities will include leading and developing strategies to help strengthen and diversify the organization's fundraising activities. In addition, Shivdat will work collaboratively with local, regional and national entities to develop comprehensive initiatives involving individual and institutional giving to realize the organization's mission.

"Preya brings a wealth of leadership experience and a diverse perspective to our organization," says Dr. Mark P. Trolice, founder of Fertile Dreams. "I know that her personal and professional experiences along with her passion for the cause will increase infertility awareness as well as provide the much needed grants for those couples wanting to grow their families."

Her goals will include overseeing all planning and promoting of Fertile Dreams while building long-term partnerships with donors.

Shivdat began her career in the travel industry in a public relations role with Walt Disney Attractions and the Orlando CVB. She held a variety of positions in event management and fundraising with the West Orange Chamber while delivering impressive results.

Shivdat graduated from The University of South Florida with a B.A. in Mass Communications. She is married to Ravi Shivdat and they are the proud parents of two boys, Ajay and Taran.

Fertile Dreams is a 501(c)(3) non-profit organization focused on the problems and issues surrounding infertility established in 2004 by Mark P. Trolice, MD, a fertility specialist in Orlando, Florida. The organization is dedicated to offering hope to couples who desperately want to start a family through the **Paths To Parenthood Conference** and the **Embracing Hope Grant Program** which offers grants toward an IVF cycle or adoption services for deserving couples to use at any clinic of their choice in the United States. For additional information, visit www.FertileDreams.org.

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