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For immediate release

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StemCord's three founding directors, (from left) Dr Ang Peng Tiam, Dr Teo Cheng Peng and Dr Leong See Odd, still fully dedicated to offering Hope for the Future with Cord Blood Banking.

StemCord Marks 20th Anniversary of Cord Blood Banking in Singapore

- ***Celebrates 20 years of changing lives with #itslifechanging campaign***
- ***Holds Little Scientist Workshop for the next generation to learn more about stem cells***

Singapore, 15 March 2022 – To commemorate StemCord's 20 successful years as Singapore's cord blood bank, StemCord is launching a campaign focused on educating parents of *#itslifechanging* aspects of cord blood banking. The campaign builds on StemCord's science-based approach and technological expertise in helping parents tap on the next wave of medical advances.

As part of its 20th anniversary celebrations, StemCord has also lined up a series of educational webinars helpful for its clients and new parents, and will be releasing useful content on its social media platforms throughout the year. StemCord is the first cord blood bank to organise a *Little Scientist Workshop* to educate the next generation, including children of its own customers, on the importance and immense potential of banking stem cells.

Said Dr Teo Cheng Peng, Director of StemCord, "The new campaign captures the essence that has driven StemCord's care in emphasising high standards in cord blood banking over the last 20 years. Studies now show that one in 217 people will have a stem cell transplant by the age of 70. To date, over 40,000 cord blood transplants have taken place worldwide. We will stay committed to providing an affordable service and life-changing technology guided by medical knowledge with the purpose of changing lives."

StemCord was conceived with the dawn of the cord blood banking concept and the aim of helping families in need of stem cell transplants. The practicing founding medical specialists in the field of hematology and oncology saw firsthand how many were not able to find stem cell

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transplant donors and knew they had to bring this hope for the future to Singapore and the region.

Twenty years on, StemCord has helped various families retrieve their child's cord blood for usage.

StemCord, accredited by NetCord-FACT, upholds international standards of cord blood banking and remains one of less than five banks worldwide to store cord blood in two separate bags and in two different locations. This not only provides added security and peace of mind, but the capacity for multiple treatments.

It introduced cord stem cells banking in 2015 and is a cord blood bank in Singapore that takes the extra step to culture the cord stem cells first prior to cryopreservation to ensure better cell yield and viability.

These additional steps taken are a testament to the founders' deep insight and knowledge of the value of these precious stem cells, the expanding treatment options and the upcoming wave in cell and gene therapy using stem cells.

StemCord's New Campaign

The campaign will launch StemCord's revamped website with educational content. It will also introduce StemCord's refreshed logo in a contemporary style and brighter shade of blue, and the introduction of a salmon pink colour in its collaterals to appeal to the younger millennial parents and Internet-savvy grandparents.

This relaunch is part of StemCord's continuous efforts to enhance its overall experience for today's discerning customers. The appealing look and feel plus its clear, bite-sized content re-energises StemCord's position as a forward-looking, trusted cord blood bank for one and all.

Little Scientist Workshop

To mark StemCord's key milestone, a fun and engaging workshop for families with children aged 6 to 9 years old entitled *Little Scientist Workshop* will be held virtually on 9 April 2022. Families get to come together to enter the microscopic world to learn all about cells.

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Participants get a chance to go behind the scenes into StemCord's laboratory to have a sneak peek at the cryo tanks within the laboratories possibly storing their very own stem cells. Those who sign up can come dressed as little scientists in fields of their choice, learn how to make a paper microscope at this hands-on event and stand a chance to win cash prizes. To join in the fun, parent-child pairs can simply register at www.lido.sg/stemcordscientist.

About StemCord (www.stemcord.com)

StemCord is Southeast Asia's first FACT-NetCord accredited cord blood bank and Singapore's most established private cord blood bank, specialising in the collection, processing, storage, and retrieval of cord blood stem cells. It was the first cord blood bank to be licensed by the Ministry of Health in 2002, and has more than 45,000 samples of cord blood today. StemCord's headquarters is in Singapore and it has offices in Indonesia, Philippines & Sri Lanka. For more information about StemCord, visit www.stemcord.com.