



## **PHOENIX BUSINESS WOMAN NAVIGATES CHALLENGE AND SUCCESS IN NEW BOOK LAUNCHED BY MORE MAGAZINE**

**"287 SECRETS OF  
REINVENTING YOUR LIFE" Features The World Egg Bank CEO-Founder,  
Diana Thomas**

**Proud Mother of Three Reinvents Herself to Help Other Women Embrace  
New Possibilities**

NEW YORK, NY (September 26, 2011) – *More*, the magazine for women of style and substance today launched "MORE – 287 Secrets of Reinventing Your Life" – the magazine's first-ever book designed to help readers embrace new possibilities and opportunities for their life journey.

Featured among 50 dramatic personal stories of change is Diana Thomas, CEO & Founder of The World Egg Bank, the first and largest combined commercial fresh and frozen donor egg bank in the US, with a roster of more than 500 rigorously screened donors. Thomas' story is located in the *Discovering Your Business Sense* Chapter 5, page 157.

Thomas created The World Egg Bank after struggling with her own infertility issues and not being able to find a donor. At that time there were no donor agencies. Thomas took out an ad in The Arizona State University newspaper advertising for a donor that read: "Would you like to help a couple have a child? I'm looking for an egg donor. Can we meet?" Six young women responded.

Thomas soon started her company as X & Y Consulting in 1996 to help others like her, 99 percent of who are over 40, with viable eggs. Today, a mother of three boys, Thomas and her company have helped thousands of clients achieve parenthood that otherwise would not have had this option.

"The most important thing I learned is I had no idea of the worldwide impact I would have on so many lives in such a meaningful way," said Thomas.

Maintaining the highest level of integrity and expertise has always been Thomas' business model. "At every level of the business structure, the focus was on making sure that a woman went home with a baby," she added.

The World Egg Bank is an international leader in egg banking technology. In the past six years, Thomas' company has shipped hundreds of eggs nationally and internationally. The company even offers a guarantee when frozen eggs are purchased. Low interest financing is also offered to help offset the high cost of infertility treatment.

With this book, the editors of *More* bring the tools of Reinvention beyond the magazine to offer "Our readers the incredible power of Reinvention," says Lesley Jane Seymour, editor in chief, *More*. "We believe that by bringing together the collective wisdom from women who have undergone reinventions both large and small in their lives, we could help other women understand the potential ways that they could reinvent themselves."

# # #