

FOR IMMEDIATE RELEASE

Freedom from Fibroids—
How an Atlanta Doctor Is Saving Women from Surgery

Atlanta, Ga. -1 March 2017- Atlanta Interventional Institute is hosting a screening of a new eye-opening documentary *Freedom from Fibroids* at the 444 Theatre on Thursday April 27th at 6:30 pm. To view a film preview, please visit www.FibroidFilm.com.

The 55-minute film follows ten Atlanta women with uterine fibroids as they share their journey from suffering with the disease to finding a minimally invasive cure with uterine fibroid embolization (UFE). Real Housewives of Atlanta Cynthia Bailey is just one of the strong women in this film who describe searching for a cure beyond hysterectomy. “I didn’t know there was life without fibroids,” Ms. Bailey recalls. “I had to get my fibroids under control, but I didn’t want a hysterectomy. UFE gave me my life back.”

Up to 80% of women develop fibroids by age 50, with African American women being most at risk. Although noncancerous, fibroids can cause heavy periods, pelvic pain, anemia, and even infertility. A common fibroid treatment is hysterectomy or the surgical removal of the uterus. In the US alone, a staggering 600,000 hysterectomies are performed each year, with the majority done to treat fibroids. But studies show up to 85% of hysterectomies are unnecessary and many women who undergo hysterectomy aren’t given any other options—often leaving hysterectomy patients with emotional, physical, sexual, or urinary side effects.

Narrated by Atlanta’s own iconic television broadcast journalist Monica Pearson, *Freedom from Fibroids* powerfully explores UFE—a non-surgical, outpatient uterus-sparing alternative that only requires a small nick in the upper thigh. A safe and effective outpatient interventional radiology procedure, UFE shrinks all fibroids in the uterus, causing a resolution of symptoms. UFE has a success rate of roughly 90% and patients leave the treatment center with just a Band-Aid. Not surprisingly, recovery time is much shorter in comparison to surgery.

Freedom from Fibroids is also part of a larger national campaign called the Wear White Pants movement. For women who have suffered from severe fibroid-related symptoms, wearing white pants is more than just a fashion statement—it’s a sign of empowerment. “Wearing white isn’t possible for many women with fibroids. Those who undergo UFE are free from the burdens of their period and can wear white whenever they want,” says John Lipman, MD, FSIR, Interventional Radiologist at Atlanta Interventional Institute, world-renowned UFE expert, and a producer of the film. “Our mission is to educate and empower every woman with fibroids and explain the options, including UFE. A woman suffering with fibroids needs to know she can get symptom relief, avoid the significant risks and long recovery associated with surgery, and keep her uterus.”

A red carpet event and open to all women, *Freedom from Fibroids* kicks off with a light-fare reception, followed by the screening and a Q & A with Dr. Lipman and the film stars. The night wraps up with the opportunity for photos with Cynthia Bailey. To attend, please RSVP at www.FreedomFromFibroids.eventbrite.com.

The 444 Theatre is located at 444 Highland Ave NE, Atlanta, 30312. Due to mature content, this screening is unsuitable for children. For more information please call [REDACTED]