

SPECIAL BENEFIT SCREENING OF “THE BUSINESS OF BEING BORN”

ON: January 19, 2008

LOCATION & TIME: Tam Alumni Center at the UNLV Campus

5pm and 7:30pm

TICKETS: \$15

Media Contact:

Jodi Selander

702.947.0879

info@BoBBSneakpeek.com

Well Rounded Momma is pleased to announce a special sneak preview of **THE BUSINESS OF BEING BORN** a documentary film directed by Abby Epstein and Executive Produced by Ricki Lake.

In 2001, actress Ricki Lake gave birth to her second child with the assistance of a midwife in her home bathtub. She made the choice for a home birth after she experienced unwanted medical interventions while delivering her first child at a hospital birthing center. Ricki succeeded in giving birth on her own terms and the experience was so unexpectedly empowering and life-changing that she felt every woman should know what they could be missing out on.

Ricki approached filmmaker Abby Epstein to collaborate on a film that would examine birth culture in America, and ask questions about the way American women have babies.

Footage of women having babies punctuates **THE BUSINESS OF BEING BORN**. Each experience is unique; all are equally beautiful and equally surprising. Giving birth is clearly the most physically challenging event these women have ever gone through, but it is also the most emotionally rewarding.

Along the way, Epstein conducts interviews with a number of obstetricians, experts and advocates about the history, culture and economics of childbirth. The film's fundamental question: should most births be viewed as a natural life process, or should every delivery be treated as a potential medical emergency?

As Epstein uncovers some surprising answers, her own pregnancy adds a very personal dimension to **THE BUSINESS OF BEING BORN**, a must-see movie for anyone even thinking about having a baby!

The filmmakers are allowing these local screenings to help raise awareness on the topic and support birth organizations on a local level. All proceeds from this advance screening will go to benefit Sister Mothers Friends.

For more information go to www.BoBBSneakPeek.com