

FOR IMMEDIATE RELEASE

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A Shot Straight to the Point: The Truth about Vaccines

(Los Angeles, California)—The volatile debate on childhood vaccinations continues. A barrage of news stories and outbreak scares give mixed messages: Reports of two New York children dying from the flu led to calls for parents to vaccinate against influenza. Congressional hearings have been held to investigate the safety of vaccinations. Researchers claim no link between the MMR vaccine and autism, but parents of children with severe developmental problems remain unconvinced. Some parents who have chosen not to vaccinate have been accused of being irresponsible, and have suffered legal repercussions.

In the DVD, "*Vaccinations? Assessing the Risks and Benefits*," nationally recognized pediatrician, Dr. Jay Gordon, presents a frank and thorough overview of immunizations that will empower parents to make the best possible choices for their child-- with a thoughtful assessment of the facts and consideration for the needs of the individual child and family.

In this two-hour seminar, Dr. Gordon addresses the science and the medical solutions to one of the most difficult decisions every parent will face. Beholden to no special interests—neither the medical community, the pharmaceutical industry, nor the "anti-vaccine" camp--Dr. Gordon advocates the individual freedom of each parent to decide if and when vaccinations are appropriate for their child.

"It's not that I'm "anti-vaccination," says Dr. Gordon, "the problem is the way we vaccinate."

Also in the program, parents learn:

- The risk and benefits of vaccinations
- Vaccine additives and preservatives
- The appropriate times to vaccinate
- School immunization requirements
- Is it safe *not* to vaccinate?
- Ways to boost your child's immune system, naturally

Retail price for "*Vaccinations? Assessing the Risks and Benefits*," is \$24.95 and is available for purchase at www.vaccinationsdvd.com.

About Jay Gordon M.D. FAAP IBCLC:

Dr. Gordon has been a family health advocate and practicing pediatrician in Santa Monica for over 25 years. Intensely interested in infant nutrition and breastfeeding, he was the first male physician to sit for and pass the International Board of Lactation Certification Exam and has served on the Advisory Board of La Leche League for over 20 years. He is on the attending faculty at Cedars Sinai Medical Center and Associate Clinical Professor of Pediatrics at UCLA Medical School. He is an author, highly sought public speaker, and contributor to the on-line weekly chat, "*Ask The Pediatrician*." He writes a column for *Fit Pregnancy* magazine, has appeared on *ABC's 20/20*, and has been featured in *New York Parent*, *Parenting*, *Mothering*, the *Los Angeles Times*, *New York Times*, *London Times*, and many other publications.

For more information about the DVD or to schedule an interview with Dr. Gordon, please contact media relations director, Christelyn Karazin via telephone (951) 203-1313 or email at ckarazin@gmail.com.

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