

Ava Fertility Tracker Announces Partnership With Actress Claire Holt to Promote Awareness and Discussion Among Women About Fertility, Conception, Pregnancy Issues

“Vampire Diaries” star is company’s first official long-term brand ambassador

SAN FRANCISCO & ZURICH --- December 18, 2018 - [Ava](#), a medical technology company focused on innovations in women's reproductive health, today announced it has partnered with actress Claire Holt on a year-long campaign to promote awareness around issues facing women trying to conceive and throughout pregnancy and post-partum.

Holt, best known for her roles in “The Vampire Diaries” and its spinoff series, “The Originals,” announced her pregnancy with husband Andrew Joblon in October. She will work with Ava to open the conversation on social media and in interviews about challenges she and other women encounter in the journey to motherhood and how the Ava bracelet, app and community platform can be a resource along the way.

“Earlier this year, I joined a club that no one wants to be a part of when I suffered a miscarriage. I discovered that 1 in 4 pregnancies end in loss and yet there is so little conversation surrounding fertility, miscarriage, and anxiety during pregnancy,” explained Holt. “It has become a passion of mine to seek out information and be a voice for those experiencing similar challenges. Ava’s mission is close to my heart, and I hope that as partners we can encourage meaningful dialogue and help women to better understand their cycles, fertility, and overall health.”

For Ava, which recently surpassed a milestone of 16,000 pregnancies among users (over 50 new pregnancies reported per day) since launching in July 2016, the Claire Holt partnership is significant as the company’s first long-term brand ambassador agreement.

“Claire shares our passion and commitment to help educate the community and reduce the stigma around the dialogue of fertility. From pregnancy to difficult topics like miscarriages and PCOS, our mission has always been to support women however we can in their fertility journeys,” notes Ava Co-founder Lea von Bidder. “Now we're excited to be taking that to the next level by partnering with someone long term not only to speak to how Ava works, but help raise awareness and build conversation around women's health and fertility.”

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About Ava Fertility Tracker

Ava is a wearable medical device in the form of a comfortable bracelet that helps women track their monthly cycle, fertility, or pregnancy. Worn only at night while sleeping, the Ava bracelet measures key physiological parameters to detect signals in the user's body to recognize when she is entering her fertile window in real time. Physiological parameters are charted in the app so the user can see patterns and changes throughout her cycle. Ava provides fertile window and ovulation predictions based on the user's physiological data, giving her more fertile days than other methods, and more personal physiological information than other apps. There are only six days per month when it's possible to conceive, and Ava has been [clinically proven via five clinical researches at the University of Zurich](#) to recognize 5.3 of these days with 89% accuracy.

About Ava Science, Inc.

Ava is a digital health company with offices in Zurich, San Francisco and Hong Kong, that aims to revolutionize women's health. Our fertility-tracking sensor bracelet, smart app, and proprietary predictive algorithms empower women by providing clinically proven insight and personalized data about the menstrual cycle, fertile window, and pregnancy, delivered in a way that's convenient and non-invasive. Ava was voted "Best of Baby Tech" at CES 2017, received the 2018 *Women's Health* "Best of Femtech" award, and has been honored as the top Swiss startup in both 2017 and 2018. For more information, visit www.avawomen.com.

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