

FOR IMMEDIATE RELEASE

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Family Seed Launches Canada's First Values-Based Fertility Marketplace

Not a donor catalog. A guided community where families and donors connect on shared values – not just genetics

TORONTO, ON – Family Seed (familyseed.ca), a Toronto-based fertility technology company, today announced the launch of Canada's first values-based fertility marketplace. Unlike traditional platforms that function as searchable donor databases, Family Seed matches intended parents and donors through a proprietary compatibility engine that scores alignment across shared values, communication style, life goals, and family expectations – creating connections built on genuine compatibility, not checklists.

Intended parents receive compatibility-ranked donor profiles complete with video introductions, giving families the rare opportunity to hear a donor's voice and sense their personality before any clinical step. A supervised in-platform messaging feature then allows both parties to connect in a safe, moderated environment – building trust at the most critical point in the journey. Family Seed is also a guided community, supporting intended parents with educational resources and trusted fertility providers from first profile to confirmed match. Donors aged 19–35 may receive between \$5,000 and \$10,000 in reimbursed expenses under Canada's Assisted Human Reproduction Act.

"We are not building a catalog. We are building a compatibility engine – and a community where every person is treated as a whole human being, not a medical criteria."

– Kristina Hughes, Founder & CEO, Family Seed

“No one tells you how to find the right donor or how to feel in control of that process. A platform that matches you on shared values – not just biology – would have changed everything for me.”

– Roxanne, 42, currently navigating her fertility journey

About Family Seed: Incorporated in 2025 by Kristina Hughes, a senior executive with 20 years of experience in Canadian public policy and labour relations, Family Seed operates in full compliance with Canada’s Assisted Human Reproduction Act. Registration is free. Full matching access is available via subscription. Family Seed is currently in discussions with leading Toronto fertility clinics for platform integration. Visit familyseed.ca.

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Note to Editors

Platform video available at familyseed.ca. Brand assets and founder headshot available on request. Kristina Hughes is available for interviews on Canada’s fertility landscape and values-based reproductive matching.