

MAM Family-Building Support Pin representing the struggles that many encounter in building a family; particularly the treatment of infertility, pregnancy loss and achieving the adoption of a child.

Miracles and Memories Ribbon™

The Memories and Miracles™ (MAM™) ribbon campaign is a global effort to unite all who have struggled with family-building whether it be through infertility, pregnancy, child loss, or adoption.

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Pin proceeds support INCIID's IVF Scholarships

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Infertility Information & Support

The Colors of the Ribbon

Pink symbolizes a soft peaceful demeanor, but one strong in the sense of justice. It also represents vulnerability.

White incorporates the qualities of all other colors. It represents the innocence and purity that brings with it peace and comfort even in death. White is a color of Spirituality, associated with rarity and uniqueness. It symbolizes our unity and compassion – for a child, or a loss; possibly a life yet to be lived, one's fertility, or an adoption yet to be realized.

Blue is a color of communication and philosophy. The baby blue in the ribbon symbolizes the honest desire to build a family. It embraces a deep feeling of love and affection and compassion for others suffering through the loss of a pregnancy or their fertility. It symbolizes the true blue loyalty and commitment to support and empower others, and it promotes group unity.