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FOR RELEASE: APRIL 13, 2009
CONTACT: Name, Title, Phone number

“Nonprofit faithfully provides medically accurate information despite protests”

APRIL 13, 2009 – “Today, our non-profit has been targeted for a demonstration by a national abortion-on-demand activist group. FMF has launched an attack on our faith-based ministry because of our dedication to providing women with medically accurate information on fetal development and abortion procedures, including all risks that abortion providers often leave out,” said [Your spokesperson], [Center name here].

According to their website, The Feminist Majority Foundation (FMF) “started the Campus Program to inform young feminists about the very real threats to abortion access, women’s rights, affirmative action, and lesbian, gay, bisexual, and transgender rights posed by right-wing extremists.” FMF website claims pregnancy centers are fake clinics because they do not provide or refer for abortions: ‘Most of these fake clinics do not provide accurate medical information and are opposed to abortion and birth control.’ In a recent email, FMF’s National Campus Organizer called for students to protest by writing that pregnancy centers “often use misinformation to intimidate women out of considering abortion as an option.”

The FMF website calls for opposition to parental consent and notification laws, twenty-four hour waiting periods, informed consent laws, and bans prohibiting Medicaid (taxpayer) funding for abortion.

“[Center name here] will continue to provide factual details on the risks of invasive abortion procedures as well as fetal development facts such as a baby’s heartbeat begins at 18-21 days gestation and brain waves are detectable as early as 40 days,” said [Your center spokesperson here]. “[Center name here] will defend a woman’s right to know and continue to provide alternatives to abortion.”

Approximately 80% of women who aborted a pregnancy report that they did not receive the information necessary to make an informed decision. More than 60% of women who aborted a pregnancy report they were coerced into the abortion choice. About 75% of women considering abortion who see the image of their baby on an ultrasound screen decide to choose life for their child.

“Many medical researchers have come to different conclusions regarding the effects of abortion and that’s why it is important to give women faced with an unexpected pregnancy accurate information about all of her options,” said [Your center spokesperson here]. “Many women we see in our centers testify to the painful physical and emotional effects of abortion.” Please see attached report on abortion effects from Feb, 2009: “Big Girls Do Cry: The Hidden Truth of Abortion” by Dr. Martha Shuping and Chris Cacek [<http://www.frc.org/op-eds/big-girls-do-cry--the-hidden-truth-of-abortion>].

[Center name here] provides a variety of confidential services offered at no charge to the client. [Center name here] offers [insert whatever applies] pregnancy tests, ultrasounds, information on abortion procedures and fetal development, childbirth and parenting classes, STD information and testing, adoption support and adoption services, fatherhood programs, material assistance, limited pre-natal care, and abortion recovery support. [Center name here] is instrumental in connecting mothers in need to additional community services. A majority [percentage if possible] of our previous clients [number if possible] have indicated on exit surveys that they were treated well and would recommend our center to a friend.

[Center name here] is affiliated with Heartbeat International, a nonprofit association founded in 1971, and as part of this affiliation [Center name here] has signed onto “The Commitment of Care” (see attached) which ensures that every client is treated with respect and compassion.

“We are very proud of the way pregnancy centers are committed to caring for women and the way they carry on the American tradition of volunteerism and community service especially in a way that helps women and strengthens families,” said Heartbeat International President Peggy Hartshorn, Ph.D.

[Center name here], founded in [year] raises an operating budget of approximate \$XXX,XXX each year in charitable donations from about [number of donors] community members and family foundations, is dedicated to serving [number] women and families each year in [number] counties.

{**Recommendation:** Use a quote from a former client helped by [Center name here]. [Center name here] is endorsed by [your strongest endorsements here] and has received special recognition from the president (*President's Volunteer Service Award*), governor, or legislature.}

Our Commitment of Care

1. Clients are served without regard to age, race, income, nationality, religious affiliation, disability or other arbitrary circumstances.
2. *Clients are treated with kindness, compassion and in a caring manner.*
3. Clients always receive honest and open answers.
4. Client pregnancy tests are distributed and administered in accordance with all applicable laws.
5. Client information is held in strict and absolute confidence. Client information is only disclosed as required by law and when necessary to protect the client or others against imminent harm.
6. *Clients receive accurate information about pregnancy, fetal development, lifestyle issues, and related concerns.*
7. *We do not offer, recommend or refer for abortions or abortifacients, but we are committed to offering accurate information about abortion procedures and risks.*
8. All of our advertising and communications are truthful and honest and accurately describe the services we offer.
9. All of our staff and volunteers receive proper training to uphold these standards.