



Pregnant? Need Help?

A Difficult Choice.com

1.800.395.HELP

For Immediate Release
September 1st, 2011

Contact: Margaret Johnson
504.835.6520 | mjohnson@prolifelouisiana.org

ADifficultChoice.com Campaign Launches in New Orleans with Billboards

Pregnancy Help Resources Made Available Through Advertisements and Website

New Orleans - On September 1st, a new campaign aimed to offer resources to women facing unplanned pregnancy launched in New Orleans with two billboards and a new website.

The ADifficultChoice.com campaign aims to reach women through compelling and youthful advertisements (example above) that will connect women, through a website and hotline number, with local pregnancy resource centers that can offer immediate assistance. The "ADifficultChoice.com" website provides users with an easy way to find pregnancy resources in their local areas and to view video testimonials of women who have faced crisis pregnancies.

The website is a project of Louisiana Right to Life Educational Committee's Advertise for Life Louisiana Fund. Advertise for Life Louisiana Chairwoman Dana Hammer said that the goal of the campaign is to "let a woman know that there is local help out there if she finds herself in an unplanned pregnancy. There is no need for people to face these situations alone."

Benjamin Clapper, Executive Director of Louisiana Right to Life, says, "We are so happy to be connecting citizens with over 25 pregnancy centers around the state that offer numerous compassionate and confidential services, all at no charge to the woman. We know their work, along with this campaign, will help mothers and unborn babies."

The two billboards for September, one on the WestBank Expressway and the other on the Earhart Expressway, will be followed shortly by Facebook advertising, movie theater ads, billboards across the state, and more.

People interested in supporting the ADifficultChoice.com Campaign may visit the website to contribute to the campaign, or visit www.AdvertiseForLife.org for more details on the campaign. 100% of donations go to advertise the resources of the ADifficultChoice.com website.

###

Advertise for Life Louisiana

Advertise for Life Louisiana is a project of the Louisiana Right to Life Educational Committee Inc.

Post Office Box 7962 Metairie, Louisiana 70010 | 1.866.463.5433 | www.ProLifeLouisiana.org