



MEDIA RELEASE

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Impact73.org Welcomes Holy Week by Posting 400th LIFEBOARD

Dexter, Mich., March 19, 2010 – Youth-based pro-life organization **Impact73.org** is celebrating Holy Week 2010 by posting its 400th LIFEBOARD in Southgate, Michigan. The LIFEBOARD, a Divine Mercy “Hurting after Abortion” design, offers post abortive women and men who are hurting after going through an abortion a message of healing and redemption. The Southgate LIFEBOARD is one of five new pro-life billboards that will be posted by Impact73.org during Holy Week

“When I realized that our 400th LIFEBOARD was going to be posted during Holy Week and that it featured the “Hurting after Abortion?” Divine Mercy design I became quite emotional,” commented Michelle Bethke, Impact73.org’s Project LIFEBOARD coordinator. “My sister is post-abortive and it was this same design that reached out to her and brought her healing from the pain of her abortion. It’s very appropriate that this same billboard will be posted as we celebrate the life of Jesus and his ultimate sacrifice for us.”

Impact73.org has been posting pro-life billboards throughout the United States for almost a decade through the initiative and creativity of youth and the generosity of donors. Each LIFEBOARD is designed to deliver one of two crucial messages; a theme of hope for women and men who are considering abortion, and a message of healing for post-abortive women. “I’m so proud of the youth who volunteered their time giving LIFEBOARD™ presentations at their churches,” said Bethke. “Without their hard work and dedication to this billboard campaign we would not have been able to raise the money needed to post this wonderful message of healing. Their compassion for those hurt by abortion is truly inspiring.”

“Project LIFEBOARD is an outstanding way for youth groups, confirmation classes, Respect Life committees and other pro-life partners to spread the message to women and men who are considering abortion or who have had an abortion that there is hope and support available to them,” said Matthew Pegouskie, Impact73.org Director of Development. “We have posted LIFEBOARDS in 13 states and in Canada and we want to continue to form relationships to empower youth to get involved in the defense of life and to make an impact on their communities, country and world”

For more information about posting a LIFEBOARD in your community, please contact Michelle Bethke at **734.426.4740** or **mbethke@pinckneyprolife.org**. For more information about Impact73.org or to donate, please visit **www.impact73.org**.

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