



MEDIA RELEASE

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Impact73.org unveils Youth Zone, Impact Zone networking site

Dexter, Mich., January 25, 2010 – Impact73.org unveiled an updated website on Monday, January 25, that includes areas specifically designed for youth who want to be involved in the pro-life movement. While retaining much of the layout and information of the old Impact73.org website, the new version contains the Youth Zone and a portal to the Impact Zone.

The Youth Zone portion of the website features interactive games and contests, information about starting an Impact Zone, the Survivors Wall, and more. Highlighting the Youth Zone is the LIFEsaver Challenge. The interactive game challenges youth between 13 – 18 years of age to complete pro-life tasks. There are three phases to the LIFEsaver Challenge; the LIFEguide Challenge, LIFEguard Challenge, and LIFEsaver challenge. Every time a youth completes a challenge, they are entered into a drawing for prizes and put into the Impact73.org Wall of Fame.

“The object of the new design is to engage youth who are interested in the pro-life movement,” stated Matthew Pegouskie, Impact73.org Director of Development. “By using interactive items such as the LIFEsaver Challenge, photo contests, and surveys, we can present information to youth in a more exciting fashion than just using a few lines of text. We invite youth everywhere to enter the Youth Zone!”

Accompanying the Youth Zone addition is the debut of the Impact Zone. The Impact Zone is a social networking site for pro-life youth, where they can share photos, videos, music and other multimedia applications, they can blog and do much more. Interested youth may register at the Impact Zone at the bottom of the Impact73.org homepage.

“We have not forgotten adults in this process,” said Pegouskie. “Impact73.org has a section dedicated to parents and adults, explaining how they can get involved and help youth get involved. We have also included information on how anyone can volunteer time, talent or treasure to assist impact73.org.”

To learn more about Impact73.org, please visit **Impact73.org**, or call 734.426.4740.

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