



MEDIA RELEASE

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Pinckney Pro-Life takes its message nationwide under Impact73.org banner

Dexter, Mich., December 2, 2009 – After almost a decade of success bringing the pro-life message to Southeast Michigan through the initiative of youth, Pinckney Pro-Life (PPL) is taking its message of hope across the nation under a new name - **Impact73.org**. “This change in name and logo stems from PPL’s longstanding goal of sharing our message with a wider audience,” stated PPL Director Kathy Hastings.

Impact73.org refers to the group’s mission to impact changes in the hearts and minds of Americans in the aftermath of the 1973 court case of Roe v. Wade by empowering youth to build a culture of life. While many pro-life organizations work in the political arena, Impact73.org’s goal is to directly reach the “Roe v. Wade” generation. It is the belief of Impact73.org staff and supporters that it is people under the age of 35 that are going to end abortion.

Impact73.org’s logo features a youthful green background that highlights the silhouettes of two hands, an ‘adult’ hand and a ‘baby’ hand. “The ‘baby’ hand is pictured in white, as if to show the void that abortion has caused,” explained PPL staff member Tracy Wietecha. “It also is reaching up for help, help that our generation can provide.”

Impact73.org franchises PPL’s three largest projects - Project LIFEBOARD™; LIFEtalks; and participation in the annual March for Life in Washington D.C. Experiencing significant success with these projects, PPL has already been able to duplicate that success in many areas including Nashville, Tenn., where eight LIFEBOARD™ billboards have gone up in high-traffic areas. Rachel’s Vineyard, an organization that assists post-abortive men and women, and crisis pregnancy hotlines frequently report that they receive calls from people who have seen the LIFEBOARDS and that these people want help and information. Feedback also comes from teens who attend LIFEtalks or the March for Life and say their hearts and minds have been changed regarding abortion, and that they plan to be more vocal in their support of the pro-life movement.

“We started working nationally about four years ago and currently about 20 percent of our efforts are national,” Director of Development Matthew Pegouskie commented. “The idea of expanding our message has always been there, but we’ve been more active in making this expansion happen over the last six months.”

By logging onto Impact73.org’s website, **Impact73.org**, groups worldwide can download PPL’s format for LIFEtalks, a manual on how to organize a trip to the March for Life and information on how to raise funds for posting LIFEBOARDS. Interested parties may even arrange visits with PPL field representatives.

“Results from five separate polls released in May that show the majority of Americans are pro-life encouraged PPL’s expansion,” Hastings indicated, “and with more pro-life supporters, we’ve seen an increase in the amount of people who want to be involved. Impact73.org gives people the opportunity to be active in the pro-life movement using programs methods and tools that have had proven success.”

*To learn more about Impact73.org, please visit **impact73.org**, or call 734.426.4740.*

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