

A PRESS RELEASE
The Caring Outreach - May, 2011

Jean Synovic, President

Aware that young people are extremely computer savvy, and that 52% of the abortions in the United State are performed on girls under 25, The Caring Outreach has turned to a comprehensive and effective internet strategy for reaching this important group.

Targeted advertising sponsored by The Caring Outreach on the *Google* search engine directs thousands of young people each month to the pro-life website Teenbreaks.com.



Developed by one of our media partners, the Rosetta Foundation, www.TeenBreaks.com was researched and developed specifically to impact Gen Y youth ages 12-25 with the pro-life message. TeenBreaks offers appealing pro-life information on abortion and related issues.

Once teens begin to use this site, we know they pass the word to their peers. They particularly like emailing their stories to TeenBreaks.com and to the [TeenBreaks blog](#).

We have received emails from teens telling us of their gratitude for the site, of babies not aborted, of dismay when abandoned by boyfriends, and of sorrow when pressured by parents and others -- heartbreaking stories that convince us of the need for and the effectiveness of this site.

Please help promote this website

When seekers go directly to TeenBreaks.com there is *no expensive Google fee*. So, we would like to extend this outreach by asking you to promote its use. Once this site is visited, its value is apparent and its use multiplies!

Three printing options are enclosed. Please choose one (or more) of the articles or graphics to promote this site in your publication(s). This page will be available on our Caring Outreach website soon so that they can be “copied and pasted” without further effort.

Bookmarks, posters, and business size cards are available directly online. They can be downloaded at <http://www.TeenBreaks.com/media.cfm> and printed for distribution. It is also advantageous with all search engines to have as many links as possible on your site. Please consider placing a link to [TeenBreaks.com](http://www.TeenBreaks.com) on your website. Promote once, or as often as possible for the greatest effect. Repetitive advertising is always most effective.

Your help and support will enable us to reach those who might never hear the pro-life message in any other way. We are most grateful for your assistance.

Scroll down to Page 2 to find TeenBreaks.com Ad Graphics & Text...
All Ad Graphics and Ad Text can be found at
<http://www.thecaringoutreach.org/adgraphics.htm> for copy-and-paste convenience.

GRAPHIC A:



MESSAGE 1:

A Popular Website for Youth

www.TeenBreaks.com provides tons of info on topics you can use.

Pregnant, scared, confused by a relationship, dealing with peer pressure, need info for a school project, or just want to get inspired or be heard – take a break at TeenBreaks.com.

Thousands of teens in Illinois every month are checking out sections of TeenBreaks.com relating to Confidence, Hooking Up, Pregnancy, Cutting, Abortion, and Adoption and are sending in their stories. In addition, those who are pregnant, or think they may be, are cyber connecting to Care Net's *Optionline.org* from TeenBreaks.com. Check it out. It may be information you, or a friend, can use.

TeenBreaks.com is promoted in the State of Illinois by The Caring Outreach. More information at www.thecaringoutreach.org

GRAPHIC B WITH MESSAGE:



**You don't have to go it alone.
Are you ready to take control?**

GRAPHIC C WITH MESSAGE:



TeenBreaks.com

Confused, scared, think you're pregnant, need info...

take a break at

www.teenbreaks.com

Check out sections on

*confidence, hooking up, pregnancy, pregnancy symptoms,
abortion, cutting, adoption, guy stuff...*

Thousand of teens are using this site for useful info. Maybe you should too!

Check out this site and feel free to post this message.

This promotion is a state-wide service of The Caring Outreach, in Illinois.

www.caringoutreach.org