

A PRESS RELEASE
The Caring Outreach May, 2008
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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 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.

We know that once teens use this site, they pass the word to their peers. They particularly like leaving their stories on both this site and its sister site - *MySpace*. 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 www.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 www.TeenBreaks.com/media.cfm and printed for distribution.
- It is also very advantageous with all search engines to have as many links as possible to your site. Please consider linking your website to www.teenbreaks.com.
- Promote once, or as often as possible for the greatest effect. Repeat advertising has proven its effectiveness.

Your help and support will enable us to reach those who would 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 I:

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:



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 kids 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