

The Campaign For Life In America

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Media Release

22 November 2004



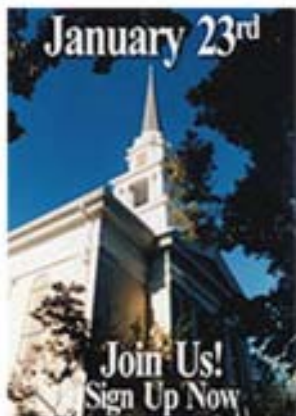
100 MILLION PRAYERS FOR LIFE SOUGHT ON JANUARY 23

"A LIGHT IN THE DARKNESS" New Nationwide Campaign To Raise Millions For America's Christian Crisis Pregnancy Care Centers

*Remembering
43 million American
lives lost since
1973.*

*One dollar
lights one candle in the
name of Jesus Christ.*

*Two-thirds of every dollar
supports Local Christian
Chris Pregnancy
Care Centers.*



Lewisburg, PA — *The Campaign For Life In America* today announced the launch of its inaugural nationwide event on January 23rd. The campaign is an unprecedented effort to financially assist America's Christian Crisis Pregnancy Care Centers nationwide.

Up to one million lights and 100 million prayers for life will illuminate *A Light In The Darkness* on Sunday, January 23, 2005 — the day American churches have historically designated as "Sanctity Of Human Life Sunday." The Sunday nearest the anniversary of *Rowe v. Wade* (which became U.S. law on January 21, 1973) has been recognized as *Sancity Of Human Life Sunday* by Christians across the United States for years.

"We've lost over 43 million lives in the war against our nation's unborn children since 1973 — more than one million in the past twelve months



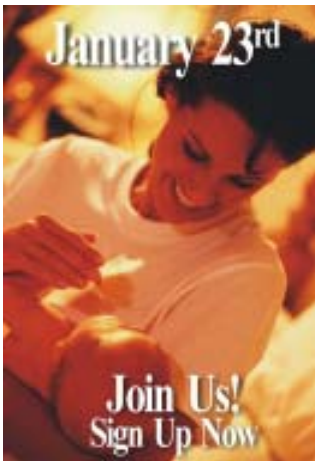
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*67 cents of every dollar
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local Christian Crisis
Pregnancy Care
Centers*

alone," says Candy Gibbs, a Center Director at the **CARE NET**[®] Crisis Pregnancy Centers of Amarillo, Texas, and a National Advisor to The Campaign For Life In America. "For Christians who believe the bible teaches that each human life is sacred, this has been a truly tragic loss. On January 23rd, we hope to inspire Christians everywhere to pray for life in America in the name of Jesus Christ. We expect to make a difference."

The goal of the campaign in its first national event will be to light one million Luminary Memorial Candles for 3 hours in silent memorial outside of homes and churches, while inspiring up to 100 million prayers for life, according to the campaign's national director, Richard Gathman.

"One dollar lights one candle," says Gathman. "Two-thirds of every dollar raised — 67 cents of each \$1 luminary candle — will directly support the donor's local Christian Crisis Pregnancy Care Center in communities across the country. Donors can participate online: www.campaignforlife.org."

"America's local Christian Crisis Pregnancy Care Centers are the last line of defense, the true unsung heroes in the effort to save America's unborn children," adds Candy Gibbs. "The men and women who volunteer at these centers are working 24 hours a day. This is the church reaching out to save lives by offering Christian love, understanding and practical assistance in order to share His view of the sanctity of every human life."

Local Christian Crisis Pregnancy Care Centers are typically operated



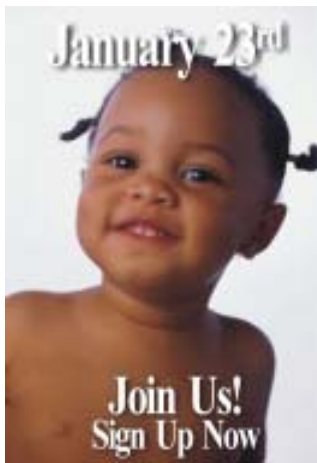
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by a small handful of staff and volunteers who work with meager resources, often facing severe financial challenges, according to Gibbs. Yet, she says, "During the past year, these centers have successfully saved tens of thousands of lives...and led thousands more to faith in Jesus Christ."

The Campaign For Life in America is the new national non-denominational Christian effort organized to assist local Christian Crisis Pregnancy Care Centers, currently estimated at over three thousand centers across the United States.

According to Gathman, the campaign is an outreach to churches and believers on behalf of Christian Crisis Pregnancy Care Centers across America in the name of Jesus Christ. The campaign's mission is threefold: 1) To communicate to Christians throughout America the close harmony between the heart of Jesus Christ - as revealed in scripture - and the goal of defending the lives of the unborn in His name... 2) To strengthen the relationships of Christian Crisis Pregnancy Care Centers with the churches and church communities throughout their own local service regions... 3) To motivate every church and every individual Christian to help provide the sustaining levels of prayer, volunteer and financial support necessary to meet the growing outreach and operations of America's Christian Crisis Pregnancy Care Centers.

For more information: www.campaignforlife.org.

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