

The Need

1. Since 2001 there have been five studies published in major international medical journals indicating a significant correlation between abortion and later emotional distress.

2. In Canada 2,587,438 babies have been aborted since the legalization of abortion in 1969.

3. That means approximately 3 million Canadian women and their families have been directly affected by abortion.

4. Ontario accounts for 40% of Canada's abortions.



The Goals

1. Inform the public that abortion is harmful emotionally, physically and spiritually to women and others involved in abortion.

2. Reach out to the people who are hurting from an abortion with the help, hope and healing available.

3. Invite those who regret their abortion to join the Campaign in speaking the truth about abortion's negative consequences.

The Campaign

The Right to Life Association of Toronto has established a Media Fund for the purpose of having a pro-life presence in the city of Toronto. We intend to purchase a series of Silent No More billboards and run a campaign in the Greater Toronto Area.

One standard size billboard of 10x20 feet costs \$1,050.00 per month. To run a campaign of 30 billboards in the GTA for a period of four to six weeks will cost \$40,000.00.

Longer campaigns of 10 billboards over two years with the boards being alternated, one month on, one month off would cost \$126,000.00.

The Message

This type message, that women and men suffer from abortion, is one that is almost totally ignored by our society. Why are post-abortive men and women not allowed to grieve over the loss of their child? Why must they continue to pretend that nothing has happened, when in fact abortion is recognized by all, on every side of the debate, as a personal tragedy?

We believe that a billboard campaign will give public recognition to the fact that abortion hurts women. Such a campaign will send a message to Canadians and especially those living in the GTA that abortion is bad for women and bad for their children and families.

The Right to Life Association of Toronto also believes that the Silent No More Awareness Campaign creates a concrete goal for those who would like to support the pro-life movement. Donors will see the fruit of their generosity as women step forward to seek healing and unite their voices with the chorus of those who have already begun to proclaim, "abortion hurts women."



For more information or to donate to the Media Fund please contact us 416-483-7869.