



YOUR HEROIC MEDIA NEWSLETTER  
SPRING 2016

**HEROIC LIFE SAVINGS**  
Celebrating the Heroism of Motherhood ❤️

heroic MEDIA

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## Thank You for Helping Us Save Lives



*"There will be generations because of what you did."* This is a quote from the movie Schindler's List where Itzhak Stern thanked Oskar Schindler for what he did to help save over 1,000 Jewish people from death under the Nazi regime. When you think about it, it's an amazing thought isn't it? To know that your actions helped save lives, and that it will impact generations to come as those people you helped save then have their own children. We want you to know that your support of our work at Heroic Media does exactly that. Here is a recent story we received from one of our Pregnancy Center Partners in Louisiana:

*"Jordan, a seventeen year-old, faced an unplanned pregnancy. Her boyfriend was not happy after hearing the news and pressured her to get an abortion. Jordan searched on her phone for*

*information about getting an abortion and found an ad placed by Heroic Media. The ad connected her to Care Pregnancy Clinic in Baton Rouge and she called to make an appointment. Though she was considering an abortion, Jordan agreed to come in for an ultrasound. She was amazed to see her baby move on the ultrasound screen. Even though she knew she was seeing a life on the ultrasound screen, Jordan's fears caused her to still plan on having an abortion. The staff at Care Pregnancy Clinic prayed for Jordan to change her mind and followed up with her the next day. Jordan did not feel right about aborting her child and made another appointment to come back in. She decided to parent her baby!"*

You will probably never meet the women facing unplanned pregnancies who you helped connect to life-affirming pregnancy resource centers, nor the babies you helped save from abortion, but please remember that ***"There will be generations because of what you did."***

## Standing up to Planned Parenthood....

### Talk Show Host Laura Ingraham Rallies Pro-lifers to Stand Up to Planned Parenthood



Emcee, Abby Johnson

In a first-of-its-kind event, Heroic Media held a Prayer Luncheon for Life on April 4th in Dallas simultaneous with Planned Parenthood's Annual Awards Luncheon fundraiser being held just blocks away at a different location.

The goal of the prayer luncheon was to counteract the impact of Planned Parenthood's fundraiser, and by doing so help save more babies' lives from abortion in the Dallas community.

To achieve this participants at the luncheon focused on prayer, especially praying for God's mercy on the people who work at Planned Parenthood.

The emcee for Heroic Media's event was former abortion clinic director turned pro-life advocate Abby Johnson, author of "Unplanned" and a new book called "The Walls Are Talking".

Abby kicked off the event by comparing Heroic Media's advertising to Planned Parenthood's advertising. She said, "It's what these women don't know – it's the false advertisements, the fake compassion – that's what leads women through the doors of the abortion clinic."

Johnson continued, "Heroic Media is here to tell women the truth. They are the antidote to Planned Parenthood's message. Every year, pregnancy help clinics are showing women real options and real medical care, no matter what. It's not fake. We aren't driven by profit, we are driven by the mercy of Christ."

Following Abby Johnson's introduction, Heroic's Vice President of Marketing, Brett Attebery, shared details about how Heroic Media ads compete directly with Planned Parenthood ads.

Attebery said, "Planned Parenthood looks at abortion as big business, and big businesses use advertising to get customers. Planned Parenthood uses its ads to lure hundreds of thousands of women into abortion clinics – all in the name of financial profit."



Heroic Media VP of Marketing, Brett Attebery

Attebery continued, "When abortion-minded women see ads from Heroic Media, they are redirected away from Planned Parenthood and connected to a life-affirming pregnancy help clinic. That connection drives away their fear and restores their hope. When that happens they can look at the life growing inside them and see it for the gift it truly is. When a woman is shown compassion, she can then, in turn, show compassion to her unborn child."

**Your Dollars Fight the Good Fight.** Our battle against Planned Parenthood and other abortion providers is 100% donor supported. Help us save more babies from abortion today... with your tax-deductible gift! It's fast, safe, and online.

**DONATE NOW**  
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## ...Connecting Women to Compassionate Care.

Next, Kevin Fitzpatrick, Heroic Media's Development Officer in Dallas, talked about Heroic Media's strategic plan called Vision 2020. The goal of Vision 2020 is to make sure that every time women facing unexpected pregnancies search the internet for information about getting an abortion, Heroic Media ads will appear right next to Planned Parenthood ads, competing head-on with their ads.

Kevin said, "We are here today to tell Planned Parenthood that if you're going to raise "x" amount of money, I don't care how much it is, to spend on murdering innocent children, then we're going to raise a whole lot more to spend on saving those babies' lives and giving women a real choice." Kevin then made an impassioned plea to the audience for its help in standing up to Planned Parenthood in order to save more lives from abortion.



Heroic Media Development Officer, Kevin Fitzpatrick

The highlight of the Prayer Luncheon was the keynote talk by famous radio talk show host Laura Ingraham. Over many years, Laura has been very public in her criticism of Planned Parenthood. She said, "We see the truth and the beauty of the pro-life movement. We do not inhabit the darkness or traffic in lies--we save lives. Because of the work done by Heroic Media, women who are fearful, hopeless, or just misguided,

are presented with a beacon of light that illuminates a path of undeniable truth and hope. There is no other alternative other than victory."

Laura continued, "Think of what our Framers wrote--"life, liberty, and the pursuit of happiness." You can't get to the latter two without first preserving LIFE!"



Radio talk show host, Laura Ingraham

The 700+ event attendees were so inspired to stand up to Planned Parenthood's abortion work that they pledged to give over \$370,000 to Heroic Media! We feel so blessed that the passionate pro-life participants gathered at the event were willing to reach down deep and give sacrificially to make sure more babies' lives are saved from abortion.



Celebrating total pledges of over \$370,000!

*“For they have all contributed from their surplus wealth, but she, from her poverty, has contributed all she had...”*  
 -Mark 12:44

## High School Freshman Gives What Little She Has to Help Save Lives

We consider all gifts to our ministry, no matter the size of the gift, to be great blessings from God that help us save lives from abortion. On occasion, when donors send a gift to Heroic Media, they will include a short note to explain what motivated them to give.

Prior to our “Stand Up To Planned Parenthood” event in Dallas, we received a gift in the mail that reminded us of how God’s grace works in the hearts of His people to move them to make great sacrifices out of love for others.

Anna is a high school freshman so she doesn’t have much of her own money, but what she did earn she decided to give to Heroic Media to help save the lives of unborn children from abortion.

Here is a copy of her letter:

Dear Heroic Media,

I am a freshman from The Highlands School that is right next to the University of Dallas.

I was at a Mass where a man (I apologize, I forgot his name) spoke about Heroic Media and your convention that will occur simultaneously as the Planned Parenthood convention. I know the company asked for certain contributions, but I am not able to contribute these specific donations.

I am enclosing just some money that I earned while babysitting. I know it is not much but I was very inspired to contribute in any way.

Thank you so much for everything you do. I am praying for you and for your cause and I hope that you will be successful in all your goals for the foundation.

Thank you!

God Bless,  
 Anna



*Standing Ovation for Anna to Celebrate Her Gift to Heroic Media*

We were so humbled by Anna’s sacrificial gift that we decided to share her story at our Dallas event, and honor her publicly for her contribution. When we told the folks in attendance about what Anna had done, they were so moved that they gave Anna a well-deserved standing ovation!

There are so many people across our country who give what they can to help organizations like Heroic Media stand up to the culture of death that is now so pervasive in our culture. While most of the sacrifices of passionately pro-life supporters will go unnoticed by man, much more importantly, we know that God sees into the hearts of those who are willing to make sacrifices on behalf of the unborn.

We know that there are many people like Anna out there across our country who pray every day with all their hearts for an end to abortion, and also give of themselves tirelessly to help us win this fight.

Let’s all continue to pray that many more of our young people will have the courage to stand up and give of their time, talent, and treasure for the sake of protecting the unborn. It’s not a stretch to say that the future of our country depends on it.

God Bless you Anna!

**Please Help a Woman Overcome Her Fears and Choose Life.** Your gift can help us reach a woman in need and connect her to a local Pregnancy Help Clinic. Help us save more babies from abortion today... with your tax-deductible gift! It’s fast, safe, and online.

**DONATE NOW**  
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