

Big Abortion: Pro-Lifers Are Stealing Their Business

Big Abortion is irate because Pro-Life Pregnancy Centers are using technology to steal their business and save babies.

According to a recent report, the radical abortion group NARAL Pro-Choice America is livid with search engine Google for allowing pro-life advertisements, resulting in users being steered away from abortion clinics and toward crisis pregnancy centers—the kind that don't kill the unborn.

NARAL is demanding that Google take action to remove or limit paid advertisements for pro-life crisis pregnancy centers, which they refer to as “fake clinics.” Apparently in the eyes of Big Abortion, if they aren't adding profits to the coffers of the murder machine, they're fake. According to the article:

“It's unknown how many pregnant people are misdirected by Google ads and searches to one of the several thousand fake clinics in the United States. But crisis pregnancy center operators regard Google searches and ads, and social media platforms like Facebook, as vital to reach their target audience of “abortion-minded women.”

The article goes on to point out that the ad campaigns have been successful—meaning they might actually be saving innocent babies:

A session at a recent Heartbeat International conference in California, for example, included a case study on a Google campaign by a fake clinic called Choices Pregnancy Services. The Google campaign reportedly generated about 414 click-throughs and 61 calls and emails per month for the clinic. In another example, a fake clinic increased its contacts by nearly half by using search optimization, meaning using keywords such as “abortion” or “abortion clinic.”

This isn't shocking. This isn't misdirection. This is basic advertising. Imagine if a company that sells French fries and potato chips tried to get Google to ban advertisements for healthy alternatives to these fried foods. It's that absurd. And talk about "fake" and false advertising, Planned Parenthood is the chief culprit. Planned Parenthood has nothing to do with parenthood; it only cares about ending lives.

What NARAL and Big Abortion are really saying is they don't want the competition. The abortion industry is desperate to silence the pro-life movement. It's already on shaky ground. We reported that the abortion juggernaut Planned Parenthood is under investigation by the Justice Department for selling the body parts of the babies they've killed on the black market.

Their CEO Cecile Richards, who we told you led them to record profits and oversaw the murders of over 3.5 million babies in her 12-year tenure, has just jumped ship. And most recently we reported how the Department of Health and Human Services has proposed a new rule to strip the abortion industry of more federal funding.

The last thing Big Abortion can afford is potential customers, aka desperate pregnant mothers, hearing about alternatives to abortion (or as they call it terminating "potential life") resulting in saving their baby's life. There's no money in that.

Thankfully, the Supreme Court got it right when it recently struck down a California law that we have been fighting for years (including a case pending at the Supreme Court) that was literally forcing these same pro-life centers to actually promote abortion. The abortion industry can call foul all it wants but forcing someone to promote something against their will is nothing more than an attempt to shut down the competition.

In addition, we recently told you of a big victory in New York where we had to sue the city to protect the rights of peaceful pro-life counselors.

Every success we have—every victory for the pro-life movement—every baby we save—makes Big Abortion more desperate. They are redoubling their efforts to desperately claw every penny they can out of the taxpayers' pockets, and silence anyone who dares offer an alternative to abortion.

Since they can't stop the pro-life pregnancy centers from doing their jobs, these abortion advocates are now doggedly attacking Google to shut down the pro-life advertisements. This is not how it works in America. McDonald's can't stop Subway from advertising a healthy alternative because it's taking customers away. That's how a free market works. And in this particular case, the free market is benefiting untold numbers of babies whose lives would have been heartlessly extinguished for profit.

We will continue to monitor developments in this situation.

The ACLJ is fighting Big Abortion in federal courtrooms all across this country, and even at the Supreme Court. We will continue to tirelessly defend pro-life pregnancy centers who offer an alternative to mothers in need and we will strip Planned Parenthood of its taxpayer funding. {eo}

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