

Viral Ad Highlights Adoption: 'This Touched Me'

Tucked amidst the fanfare of Sunday's game – and sandwiched between ads prompting viewers to buy new trucks and more drinks – was a commercial promoting adoption.

The ad, created by Adoption Is an Option and titled "The Girl in the Middle," depicts a woman facing an unexpected pregnancy, standing between two opposing sides: protesters on her right pushing her to abort her unborn child and protesters on her left urging her to keep and raise her baby.

"They're telling you you've only got two choices," the ad's narrator says as the music soars. "But the truth is, there's three. Are these options difficult? Of course they are. But you deserve to know adoption is an option."



To order Chuck Pierce's new book, Perspective, visit .

At the end of the commercial, viewers are prompted to visit , a website walking visitors through what the adoption process looks like, dispelling common "myths and misconceptions" about adoption, and offering ways to connect expectant mothers with adoption agencies and advocates.

The ad sparked a lot of online chatter.

Activist Riley Gaines praised the commercial, saying it was "worth every penny spent."

"As a birth mom, this touched me in many ways," wrote another. "The life I gave my son is exactly the life I wanted him to live. Seeing him living his best life reassures me that choosing life and seeing him was the best choice ever. Every woman needs to know that an unplanned pregnancy is not the end

and adoption is an option. It is not giving up. It is a sacrificial decision totally motivated by [love]."

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