

# Heroic Media Uses Prayer to Counteract Atrocities

In response to the Planned Parenthood fundraising luncheon taking place in Dallas on April 4, Heroic Media, a pro-life organization that uses targeted advertisements to connect pregnant women with life-affirming pregnancy resource centers, will simultaneously host a prayer luncheon, featuring radio show host and author Laura Ingraham as guest speaker. Additionally, Abby Johnson, a former Planned Parenthood employee and now author and founder of *And Then There Were None*, will serve as emcee.

The prayer luncheon is scheduled to take place from 12-1:30 p.m. at the Omni Hotel Dallas at 555 South Lamar Street in Dallas, during the same day and time Planned Parenthood is also hosting its annual fundraising luncheon in Dallas.

With the current turmoil in the Supreme Court over Texas laws drawing national attention, Heroic Media wants to dampen Planned Parenthood's impact on the area and the nation. The Heroic Media prayer luncheon has a twofold purpose. First, they want to pray for God's mercy on those who work for Planned Parenthood. Secondly, Heroic Media has set a goal to raise \$1 million this year for its advertising campaigns in Texas.

"We're hopeful that this luncheon will continue to raise awareness about the terrible atrocities that are happening every day at Planned Parenthood facilities," said Heroic Media Vice President of Marketing Brett Attebery. "We are thrilled that Laura Ingraham has offered to lend her voice to this event and believe it provides Dallas residents an opportunity to take a stand against Planned Parenthood and the abortion industry in Dallas."

Heroic Media was founded in April 2004 in Austin with the goal of saving lives from abortion through the use of targeted advertising programs. The organization believed that if women in crisis could learn of hopeful alternatives to abortion, they would choose life.

Since 2010, Heroic Media has received over 1 million responses to its online advertisements, and has helped save over 11,000 babies' lives from abortion.

"Heroic Media has helped thousands of babies receive a chance at life since our start in Austin—the very heart of Texas," Attebery said. "We now advertise in many cities around the country and our ads help save lives from abortion every day. Funds raised during this luncheon will help us continue to reach women in Texas and connect them with compassionate life-affirming care at pregnancy resource centers."