

Life and Marriage Coalition Packs One-Two Punch

A coalition conservative social issue groups on Tuesday announced coordinated efforts in Ohio, Iowa and North Carolina to talk about the importance of preserving marriage as the union of one man and one woman, and supporting the sanctity of human life. The groups hope to influence voters in key swing states that President Obama carried in 2008.

“This is a historic coming together of premiere social conservative groups to coordinate efforts in three swing states most likely to determine the outcome of this fall’s presidential election,” says Tony Perkins, president of FRC Action, the legislative action arm of the Family Research Council. “Many supporters of life and marriage do not realize that their votes could determine the outcome of the election, which in turn could determine the future of marriage and life in this country. We’re working together to ensure they understand that President Obama is anti-marriage and anti-life.”

The Life and Marriage Coalition includes FRC Action, Susan B. Anthony List, National Organization for Marriage, American Principles in Action, Concerned Women for America Legislative Action Committee and Common Sense Issues. Combined efforts will include independent expenditures for radio advertisements, billboards, phone and bus tour events designed to educate and mobilize socially conservative voters in the three targeted states.

“For millions of Americans, this election is about more than the economy, it’s about the direction our nation takes on foundational principles, like what constitutes marriage, and whether unborn children have a right to life,” says Brian

Brown, president of the National Organization for Marriage.

Marjorie Dannenfelser of the Susan B. Anthony List adds, "We will work together as national groups and partner with local pro-family organizations to make sure that voters know that if we value marriage and want to stop government funding of abortion groups, we must defeat Barack Obama."

State groups that are part of the effort include the North Carolina Values Coalition, and The Family Leader in Iowa.

"Fiscal and social issues are not separate issues and it is our goal to educate voters of this indisputable truth," says Patrick Davis of Common Sense Issues. "In fact and in practice they are inseparable principles fortifying and empowering each other much like the fiscal, spiritual and emotional union of a man and woman in marriage or the life-long relationship between a mother and father and their child. All fiscal issues have a social element to them."

The coalition also said its efforts this year are just the beginning.

"Our coalition members are determined to defend American values on marriage and life for the long haul," says Davis. "The 2012 election is critical, but it is also important to lengthen the horizon to make sure that we have marriage and life champions running in critical races over the next several election cycles. We're beginning to talk to prospective candidates now."