

FOR IMMEDIATE RELEASE

Contact: Susan Cipriani
(440) 554-9898

TRUTH BOOTH INTRODUCES MOBILE TOOL TO HELP WOMEN CHOOSE LIFE

CLEVELAND, OH (June 28, 2012)—The Cleveland Right to Life Education Fund announced today that, through the use of smart phone technology, it is greatly expanding its effort to provide more people with the scientific evidence of life in the womb.

Already known for sponsoring the Truth Booth—an unmanned kiosk showing 3D and 4D ultrasound images of the child in the womb that has been displayed in numerous shopping malls and other venues throughout the United States and Canada - the Cleveland Right to Life Education Fund is now using QR Codes to expand the potential reach of its message to literally millions of people around the world.

Smaller than a postage stamp, a QR Code (abbreviated from Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional code) known for its fast readability and large storage capacity compared to standard UPC barcodes. The code consists of black modules (square dots) arranged in a square pattern on a white background.

Employing a QR Code on business cards and other literature, the pro-life organization can now provide those considering abortion a “window to the womb”—and one last chance to rethink their decision.

“Imagine sitting in the waiting room of an abortion clinic and being able to see 3D and 4D ultrasound images of an unborn child through literature provided by a side walk counselor,” said Molly Smith, president of Cleveland Right to Life. “Statistics show that many women considering an abortion who see an ultrasound choose life.”

When scanned using a smart phone, the QR Code will provide a three-minute video that shows 3D and 4D ultrasound images of a developing child from 8 to 34 weeks. The video is the same one available through the Truth Booth, which already has been seen by millions of individuals at malls, community fairs, schools and other public and private arenas. It provides information about pre-natal development and pregnancy in a visual form for people to process without cumbersome words or confrontation.



Pregnant?

1-800-712-HELP (4357)

“The Truth Booth is factual, scientific, creative, gentle and informative in its content presentation, allowing all age groups to comprehend our early development with clarity,” said Susan Cipriani, manager of the Truth Booth “It is simply pictures of the developing child, not a provocation for controversy.

“We know from feedback we’ve received that the Truth Booth has had a positive impact on countless women struggling with the most important decision they will ever make. Now, through the QR Code, that impact has the potential to reach women in every country through their phones.”

The Cleveland Right to Life Education Fund, through its educational program Truth Booth International, is making the QR code image available for free downloading at www.truthbooth.org. The QR code can be printed on the back of business cards or on any counseling literature.

For more information on the QR Code or the Truth Booth Display System, visit www.truthbooth.org, email susan@truthbooth.org or call (440) 554-9898.

#####