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Help Promote LifeCanada E-Newsflash!

LifeCanada’s monthly news bulletin offers quick news reports on the latest developments in life issues throughout Canada and around the world. We provide information on current research developments, pro-life events and activities, news reports and much more. Please consider forwarding this monthly E-Newsflash to family, friends, and others who would like to be kept up-to-date and informed on life issues. Sign up for E-Newsflash [here](#).

Advertising group says ads are “deceptive”

In a bizarre ruling last week, Advertising Standards Canada (ASC) rejected evidence from Statistics Canada and declared that pro-life billboards which said abortions are allowed in Canada throughout all nine months of pregnancy were “deceptive.” Joanne Byfield, president of LifeCanada, said the decision was “unbelievable. Our ads simply state the reality in Canada that there is no law restricting abortion at any stage of pregnancy. This ruling says it is ‘deceptive’ to tell Canadians that.”

ASC is a self-regulating body of Canada’s advertising industry that oversees the Canadian Code of Advertising Standards. The Appeal Panel, a group of unnamed members of ASC, upheld an earlier decision by another unnamed Council, supporting the complaints of three anonymous people. Two of them in identically worded complaints said the ads were “neither factual nor true.” The third said they were “false, misleading and offensive.”

The ads, which ran in over 50 communities, show a pregnant woman with the words: “Nine months. The length of time abortion is allowed in Canada. Abortion: Have we gone too far? www.AbortionInCanada.ca.” The website includes details on the history, statistics, methods and other relevant information. The educational campaign coincided with the 20th anniversary of the Morgentaler Supreme Court decision and intense media coverage. “We wanted to ensure Canadians heard all the perspectives on the results of that decision,” said Byfield.

The Appeal Panel said the billboards were deceptive because they did not mention access issues, which the Panel seemed to assume involved medical reasons after the first trimester. “We have no idea where that notion came from,” said Byfield. “We showed them that private abortion clinics advertise abortions up to 20 weeks and some up to 24 weeks without referrals. But in a closed hearing, who knows what ‘evidence’ they consider?” The Panel criticized the inclusion of “bare numbers” (Statistics Canada charts showing abortions performed after 20 weeks) because they did not “elucidate the reasons why the referred-to abortions were requested or granted or performed.” Statistics Canada’s explanatory notes, stating that since the 1988 decision no medical reason is required for an abortion at any stage, was “confusing” to the Panel so they ignored it, said Byfield.

“With this decision, ASC is playing a censorship role, silencing information some people may not want



to hear," said Byfield.

Largest-Ever National March for Life Draws 8,000

Canada's 11th annual National March for Life drew 8,000 participants to Parliament Hill on May 8 in a massive show of support for an end to abortion in Canada. Thousands of teenage demonstrators arrived by bus to participate in the youth-dominated event, marching with the crowd through the Capital Hill area of downtown Ottawa to chants and singing. The procession stretched through four city blocks as it wound its way through the city core, passing the Morgentaler abortion clinic on Bank street and crossing in front of Canada's Supreme Court.

Dr. Alveda King, niece of Dr. Martin Luther King, Jr., spoke to the crowd on the Hill, calling abortion the "civil rights issue of the 21st Century". Speaking as a woman who had suffered two abortions, she said she could say "nothing good comes from abortion."

The media remained stubbornly silent about the event. There was no coverage by any of Canada's national news leaders. Only one local newspaper, the Ottawa Sun, ran an article that focused on minor injuries suffered by a police officer who was grazed by a car as he directed traffic for the "massive" event.

Canadians March for Life in 9 Provinces

Demonstrations in support of the unborn were held in almost every province this year, with Quebec being the only exception. At least 1,000 participants turned out for British Columbia's first-ever March for Life in Victoria, held on May 8th to coincide with the national demonstration in Ottawa. Alberta's first March drew about 300 people in Edmonton, with MPs Ken Epp and John Williams speaking to the crowd. Saskatchewan also held a first-time March for Life with about 400 people in attendance. Manitoba drew a similar crowd—not surprisingly, no media attended despite invitations. PEI held a rally and demonstration in front of the legislature. A March was held in Windsor, Ontario, in addition to the demonstration in the nation's capital. Nova Scotia's demonstration was covered by various media, focusing on confrontation between pro-life demonstrators and abortion activists who tried to cover the pro-life signs. New Brunswick held a successful March again this year, despite severe flooding in Fredericton. And in Newfoundland a small crowd braved the rainy, windy weather to attend the demonstration before the provincial legislature.

Morning After Pill Available on Request

"Plan B" medication will soon be on shelves for purchase without talking to a doctor or pharmacist. The National Association of Pharmacy Regulatory Authorities has approved levonorgestrel, also called the Morning After Pill (MAP), for sale over the counter.

Taken within 72 hours of unprotected sex, the drug gives women a massive shot of hormones that may either block ovulation, prevent fertilization, or cause an abortion by preventing the embryo from implanting in the womb. The Canadian Pharmacists' Association is "disappointed with the decision", according to Janet Cooper, "because we really don't believe it is in the best interest for women. It will not improve their knowledge and certainly not improve access to the pill." With no obligation to see a doctor or pharmacist before taking the drug, young women have no line of protection from repeat use of the powerful medication. Using MAP does not protect women from sexually transmitted diseases, causing further concern for women who may rely on the drug to end or prevent pregnancy without taking precautions to prevent sexually transmitted infections.



You Are Invited—to LifeCanada's No Show Canada Day Cocktail Party!

LifeCanada is hosting a "No Show" evening to celebrate life on Canada Day! Save the cost of evening gown, tux, and travel—help us put every penny we can toward the work of educating Canadians on respect for life.

Buy a ticket or a whole table and make a financial investment in the essential work of ending abortion, preventing euthanasia and stopping unethical experimentation on human embryos.

Enjoy an evening with family and friends, watch the local fireworks and dance the night away in the comfort of your own home, knowing you have made a difference in the work of building a culture of life in Canada. Your support is vital. For more information on how to purchase tickets, click [here](#).

LifeCanada is pleased to announce our new "Pro-Life Mother Teresa Award"!

LifeCanada has established a new pro-life award in recognition of the many inspired and dedicated workers in the Canadian pro-life movement. The annual award will be extended yearly to an individual who is seen to have made an outstanding contribution to pro-life work. We have received permission from the motherhouse of the Missionaries of Charity in Calcutta, India, to name the award after Mother Teresa, in keeping with her spirit of reverence for all human life. The Mother Teresa Pro-Life Award will be presented each year at a special ceremony during the annual pro-life national conference.

We welcome nominations for individuals whom you feel have had a particular impact on the work of promoting respect for life in our country. The deadline for nominations to be received in the LifeCanada office is JUNE 15, 2008. Please contact the LifeCanada office for more information at 866-780-5433 or email us at info@lifecanada.org. Nomination forms are available online [here](#).

Get in-depth stories on current life issues: Subscribe to LifeCanada News

For thoughtful, well-researched information on current developments in Canada's pro-life movement, subscribe to our bi-monthly newsletter *LifeCanada News*. The newsletter provides in-depth information on current life issues and offers insightful commentary on developments in our society that impact respect for life in Canada. We cover difficult topics such as the ethics of end-of-life care, what's wrong with In Vitro Fertilization therapy, and why the crime of rape does not justify abortion.

Educate your community on current life issues by giving your pastor, parish priest or other community leader a gift subscription to the newsletter. *LifeCanada News* is a bi-monthly publication—subscribers receive six issues per year at an annual cost of \$15.00. Bulk rates are available. Contact the LifeCanada office at 866-780-5433 for more information.

Pre-Authorized Giving Plan

Become a monthly donor and support pro-life education at the national level! Monthly donations are a hassle-free way of investing in pro-life work throughout the year. Just complete a donor form, send in one cheque to the office, and the pre-authorized amount will be automatically deducted from your bank account each month.



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If you would like to donate twenty-five, fifty, one hundred dollars or any other amount to LifeCanada each month, contact the office at 866-780-5433 or email us at info@lifecanada.org to obtain a pre-authorized donation form.

Become a Partner for Life

Invest in the work of creating a culture of life in Canada by advertising on our website at www.lifecanada.org or in our bi-monthly newsletter *LifeCanada News*. Take this great opportunity to build a pro-life network of organizations and businesses across the country and help secure LifeCanada's financial base.

A sponsorship ad on our website - \$500 for one year. A business card ad in *LifeCanada News* - \$125 per issue or \$600 for six issues.

For more information, please call LifeCanada's toll free number at 1-866-780-5433 or email us at info@lifecanada.org

Note: LifeCanada does not have a charitable tax number.