

CHOOSE *Life* W SCONSIN

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FOR IMMEDIATE RELEASE

October 23, 2017

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“Choose Life” License Plate Now Available in Wisconsin

MADISON, WI – Today Choose Life Wisconsin, Inc., announced that the Choose Life Wisconsin license plate is now available for purchase.

“The Choose Life plate has been almost ten years in the making,” said Julaine Appling, Choose Life Wisconsin president. “Wisconsin pro-life citizens can now purchase a beautiful license plate that expresses their views on life while also directly helping our state’s life-saving, woman-helping Pregnancy Resource Centers.”

Choose Life plates are now available in over 30 states. Since the first plate was approved in Florida nearly 20 years ago, over \$23 million has been raised nationwide to assist with adoption and other life-affirming educational work.

In the Midwest, Indiana has raised \$650,000, and Ohio has raised over \$500,000. Both states have over 25,000 cars sporting their Choose Life plates.

Dan Miller, Choose Life Wisconsin vice-president, said, “We are confident the plate will sell quickly and are excited to open up a funding stream for Wisconsin’s Pregnancy Resource Centers, which offer health services, adoption referrals, and in general help women in crisis pregnancies make life-saving choices.”



The Choose Life Wisconsin license plate originated with Pro-Life Wisconsin and Wisconsin Family Council partnering on the idea and working together throughout the long administrative/legislative process.

“Julaine and I, on behalf of our respective organizations, are incredibly happy to make this announcement today. Very soon we will see these plates across the state, and Choose Life Wisconsin will begin distributing much-needed funds to Wisconsin’s Pregnancy Resource Centers—our front-line partners,” said Miller.

[Choose Life Wisconsin, Inc.](#) is an independently registered Wisconsin not-for-profit corporation. The IRS has recognized Choose Life Wisconsin as a 501(c)(3) organization. Choose Life Wisconsin’s mission is to spread a positive, pro-life message and help Wisconsin’s vital Pregnancy Resource Centers flourish by funding them from the proceeds of the sale of the Choose Life plate.

The first time someone purchases the plate, the cost will be the regular registration fee, plus a \$15 issuance fee, and \$25 tax-deductible donation which the state will send to Choose Life Wisconsin, Inc. After the first year, the cost is the regular registration fee and the \$25 tax-deductible donation (unless the applicant wants a personalized plate, which is an additional \$15). Choose Life Wisconsin will then distribute the funds to Wisconsin’s Pregnancy Resource Centers.

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