

# CHOOSE *Life* W SCONSIN

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FOR IMMEDIATE RELEASE

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## Choose Life Wisconsin Issues First Grants from Sale of “Choose Life” Plates

**MADISON, WI** – This week officials from Choose Life Wisconsin will hand deliver checks to eight of Wisconsin’s Pregnancy Resource Centers. Almost \$15,000 has been raised from the sale of Choose Life Wisconsin license plates since the plates were released for purchase in late October of last year.

“This is what we started dreaming about ten years ago when we began working to make a Choose Life license plate a reality in Wisconsin,” said Julaine Appling, president of Choose Life Wisconsin. “Our only goal from the very beginning was being able to get money to Wisconsin’s awesome pregnancy resource centers for their life-saving, woman-helping work. This week that part of the dream becomes reality.”

Dan Miller, Vice President of Choose Life Wisconsin, noted, “We are excited to visit the centers and personally hand the checks to their directors this week. We have pledged that 100% of the funds raised from the sale of the plates would go to the pregnancy resource centers, and that’s exactly what we are doing. Pro-Life Wisconsin and Wisconsin Family Council have been working in partnership on this plate for years, including paying all administrative and overhead costs. We are continuing to do that so that we can get as much money as possible to these on-the-ground, amazing pro-life organizations.”

The organizations receiving these initial funds are **Pregnancy Helpline of Madison, Charis Pregnancy Help Center in Fond du Lac, Bella Medical Clinic (Labor of Love, Inc.) in Oshkosh, St Gianna Clinic in Green Bay, Fox Valley Mother & Unborn Baby Care in Appleton, Pregnancy Support Center of Dodge County in Beaver Dam, and Life’s Connection in Waukesha and Mukwonago.**

To date over 600 Choose Life plates have been sold. Each quarter, the state transfers to Choose Life Wisconsin, Inc., the accumulated monies from the \$25 per-plate donation.

“We are seeing the plate all over the state,” said Appling. “It’s encouraging to see this great message on so many cars, especially knowing the more plates we sell, the more money we can give to these worthy centers.”

“We have every reason to believe our sales will remain strong. We look forward to giving even more money to more centers in the coming months,” added Miller.



[Choose Life Wisconsin, Inc.](http://www.chooselifewisconsin.com), is an independently registered Wisconsin not-for-profit corporation. The IRS has recognized Choose Life Wisconsin as a 501(c)(3) organization, and the Wisconsin Department of Transportation has approved it as an Authorized Special Group. 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 application form for the license plate and instructions with financial information is available on the [DOT website](#).

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