

**Pregnancy Resource Center  
1143 S. 6<sup>th</sup> Street  
Louisville, KY 40203  
(502) 589-0370**

January 10, 2004

Dear John,

Though I have always been convinced of the value of your pro-life billboards, I recently received more proof in the form of three telephone calls within one week. The first was from a man using his cell phone. He informed me that he was sitting in his car on Poplar Level Road looking at a "beautiful" billboard. He then said, "I praise God for these billboards, and I praise God for the work you do."

The next call, a few days later, came after business hours. A young father called to say he had seen the message on the billboards offering pregnancy help. He called because he and his pregnant wife had just lost their insurance. He could only find part-time work, the bills were mounting, and they needed to talk to someone. I assured him we would be happy to meet with them and give them whatever assistance and referrals we could.

A few more days went by until I received the third call. A lady, obviously calling from her place of business, informed me that she looked at the billboard between her home and her office everyday promising herself that she would call the number on the billboard as soon as she could. The problem was that she never had the chance to write it down. So on this particular day she decided to memorize it! She memorized the number and called when she got to work. She wanted three things: first to thank us for the billboards (too bad I couldn't take credit for that one!), second, to thank us for the pro-life work we do, and third to offer her help supplying young mothers with some basic necessities like diapers and baby wipes.

I want to tell you once again, John, that though we may never know the extent of the good you accomplish through these billboards, it has to be enormous. For every call received, there has to be many more people impacted who cannot or do not take the time to call. Thank you for your tireless efforts to display positive pro-life messages where they will reach the maximum number of people. May God bless you, your efforts on behalf of life, and everyone who supports this important ministry.

Sincerely,

A handwritten signature in cursive script that reads "Teresa". The signature is written in black ink and is positioned above the typed name.

Teresa Watson, Director