

For Immediate Release  
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## **ALL NEW After-Abortion Greeting Cards: A New Way to Acknowledge, Respect and Support After-Abortion Experiences**

***Oakland-based Exhale launches first-ever after-abortion e-cards on [www.4exhale.org](http://www.4exhale.org)***

Oakland, CA –

Oakland-based Exhale, the country's first and only nationwide non-judgmental after-abortion talkline, has created the first-ever series of after-abortion greeting cards. The cards provide friends and family with an opportunity to express support and respect for loved ones after an abortion.

Abortion touches the lives of thousands of women and their families and a greeting card symbolizes that their feelings matter and that those who have abortions are not alone.

Exhale's bilingual – English and Spanish - e-cards focus on a variety of themes such as religion, thinking of you, spirituality, sympathy, and encouragement. The varied themes respond to the diversity of feelings, responses, experiences and needs that callers share with counselors on the talkline.

*"Exhale is proud to be able to offer the nation's first after-abortion greeting cards. It is a valuable American tradition to send a card in recognition of many life events, big and small. One in four women will have an abortion in her lifetime and feeling isolated is one of the biggest problems that they can face afterward. Something as simple as a card and as easy to send as an e-mail will let a woman know someone is thinking of her and she is not alone,"* said Exhale's Executive Director, Aspen Baker.

Exhale was founded to offer women and their loved ones support after an abortion – and to foster a social climate that does the same. The e-cards are another way for people to get the kind of non-judgmental support that's offered through Exhale's talkline and they are able to get it from the people they care about most – their own friends and family. The e-cards are an immediate, tangible way for people to show their support for loved ones who have had a personal experience with abortion. *"Acknowledging an abortion experience isn't about making a political statement,"* says Baker, *"it is a chance to support someone you love."*

Exhale's after-abortion e-cards are available on [www.4exhale.org](http://www.4exhale.org) in English and Spanish. The cards were designed by Deirdre Spencer, <http://www.deirdrespencer.com/>.

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**Exhale's mission is to create a social climate where each person's unique experience with abortion is supported, respected and free from stigma. Exhale provides services, training and education to empower individuals, families and communities to achieve post-abortion health and well-being. For more information, visit [www.4exhale.org](http://www.4exhale.org).**