



FOR IMMEDIATE RELEASE  
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## **Central Indiana Crisis Pregnancy Center (CICPC) Announces Renaming as Life Centers**

Name change reflects focus on core outreach; mission remains unchanged

INDIANAPOLIS— Life Centers, Inc., formerly Central Indiana Crisis Pregnancy Center (CICPC), announced the corporate renaming of its neighborhood-based centers in Central Indiana at the organization's 25<sup>th</sup> Anniversary Celebration of Life Banquet Friday, April 18.

“Life is the heartbeat of our outreach,” Brian Boone, Life Centers President and CEO, said. “Our new name reflects our unified commitment to affirm the value of each woman’s life and each baby’s life. We continue to provide a network of nonjudgmental, compassionate care to women in pregnancy-related situations to show them that life matters.”

Each neighborhood-based center will display individual names to reach the women of the local communities, while continuing to operate under the unified corporate brand of pregnancy centers.

The organization removed the word “crisis” from the name to more accurately and positively convey the organization’s as a community resource. Pregnancy resource centers nationwide have similarly moved away from the once common term “crisis.”

“This name unifies our volunteers, supporters and staff who remain true to our mission of reaching each woman personally through counseling, maternity support, and free medical services,” Boone said. “Our volunteers daily protect life, nurture love, and proclaim hope.”

Last year Life Centers provided over 13,000 women with free services, including counseling, pregnancy tests, ultrasounds, sexually-transmitted disease testing and maternity support.

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*The mission of Life Centers is to affirm the value of life by providing a network of care to those experiencing pregnancy-related crisis and by compassionately presenting biblical truth resulting in changed lives to the glory of God.*