



Press release
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National Day to Prevent Teen Pregnancy, May 5, 2004

Teens Nationwide Expected to Participate

(Washington, DC) — Tens of thousands of teens nationwide are expected to participate in the third annual National Day to Prevent Teen Pregnancy, May 5, 2004. The purpose of the National Day is to focus the attention of teens on the importance of avoiding too-early pregnancy and parenthood. On the National Day, teens nationwide are asked to go to www.teenpregnancy.org or www.teenpeople.com and take a short, scenario-based “quiz” that asks young people what they would do in a number of sexual situations.

The National Day is sponsored by the nonprofit, nonpartisan, National Campaign to Prevent Teen Pregnancy and National Day founding partners, TEEN PEOPLE magazine and TeenPeople.com. In addition, more than 180 prominent national organizations and websites have signed on as official National Day partners and related events are planned in hundreds of communities across the country.

The message of the National Day is straightforward: Sex has consequences. The online quiz (available in English and Spanish) delivers this message directly to teens and challenges them to think carefully about what they might do “in the moment.”

“The National Day Quiz is fun and informative, not preachy,” said Sarah Brown, Director of the National Campaign to Prevent Teen Pregnancy. “The Quiz helps teens break through the ‘it won’t happen to me’ wall of denial in an engaging and creative way.”

Why a National Day to Prevent Teen Pregnancy? Despite significant progress during the past decade, 35 percent of teen girls become pregnant at least once before age 20 and the vast majority (78 percent) of teen pregnancies are unintended.

Making a Difference: Nearly 300,000 individuals took the National Day Quiz in 2003. A survey of the some of the teens that participated in the 2003 National Day indicates:

- 57% of teens said that the National Day Quiz made the consequences of sex more real to them
- 70% said the Quiz mad them think about what they would do in such situations

Support for the National Day: National Day partners include a diverse group of over 180 prominent national organizations, including:

- C Media powerhouses (TEEN PEOPLE and Teen People online, Ricki Lake and ricki.com, TheWB.com, Lifetime Television,)
- C Teen websites (BET.com, MTV.com, Launch Your Yahoo! Music Experience, Teenwire.com, gURL.com, Buddyprofile.com, Cybergrl network, kiwibox.com, go-girl.com, Teenfreeway.com, YouthNoise.com,)
- C Health sector leaders (American Medical Association, American Academy of Pediatrics, National Medical Association)
- C Education leaders (National Education Association, National School Boards Association)
- C Businesses (Procter & Gamble, Candie's Foundation, P.S. I Love That)
- C Fatherhood and male involvement groups (National Fatherhood Initiative, National Practitioners Network for Fathers and Families, National Organization of Concerned Black Men, Alpha Phi Alpha Fraternity, Inc.)
- C Faith-based groups (National Coalition of Pastors' Spouses, Presbyterian Church USA, National Ministries Division, National Council of Churches, Justice for Women Working Group, Covenant House, United Church of Christ, Justice and Witness Ministries)
- C Other prominent national organizations (National Council of LaRaza, Child Welfare League of America, National Governors Association, Center for Best Practices, National Conference of State Legislatures, Boys & Girls Clubs of America, Jack and Jill of America, National Parenting Association, Goodwill Industries, Afterschool Alliance, National Association of Police Athletic Leagues, Young Adult Library Services Association)

About the National Campaign: Founded in 1996, the National Campaign is a private, nonprofit organization that seeks to improve the well-being of children, youth, and families by reducing teen pregnancy. The organization's goal is to reduce the teen pregnancy rate by one-third between 1996 and 2005.

About TEEN PEOPLE: TEEN PEOPLE is the first pop culture magazine for teens that focuses on stars, style and substance. With an editorial mix covering celebrities and entertainment, fashion/beauty and real teens and their accomplishments, TEEN PEOPLE was one of the fastest growing launches in publishing history. TEEN PEOPLE is a National Magazine Award winner for General Excellence. To find out more, visit www.teenpeople.com.

The May 5 episode of "The Ricki Lake Show" will provide a special focus on teen pregnancy prevention in honor of the National Day. A member of the Campaign's Media Task Force and a long-time advocate for preventing teen pregnancy, Lake's May 5 episode offers teens' own experiences as a way to educate others. "As a mother myself, I try to explain the hardships of parenthood, but we've found that initiating straightforward conversation between teenagers is more powerful and valuable," commented Lake. "We've convinced girls to rethink their decision in the past, but that's only the beginning. More importantly, we hope to cultivate a healthy relationship between teenagers and their parents so that they can begin to participate in an open, constructive dialogue about sex and its ramifications." *Ricki Lake's* dedication to this cause has been honored with the Gracie Allen Award three years in a row, presented by American Women in Radio & Television. For details and local air times, visit www.ricki.com.