

# CALIFORNIA RIGHT TO LIFE EDUCATION FUND

P.O. Box 4343, Walnut Creek, CA 94596-4343  
(925) 944-5351

E-Mail: [callife@calright2life.org](mailto:callife@calright2life.org)

Web Site: [www.calright2life.org](http://www.calright2life.org)

*Established 1981*

**June 2012**

## **Boycott Ends: PepsiCo will not use aborted fetal cell lines for flavor enhancers**

It is with **GREAT JOY** that we report the following news:

Children of God for Life reports the following: Since we broke the news in March 2011 about the use of aborted fetal cell lines by Senomyx to test its food and beverage flavor enhancers for several food giants, the public has responded with greater outrage and disgust than we have seen in more than a decade of our work - that is - exposing the truth about the exploitation of our unborn by these companies for profit!

Children of God for Life announced on April 30 the stunning news that PepsiCo will not use aborted fetal cell line HEK-293 (human embryonic kidney) in their contractual agreement with Senomyx to develop flavor enhancers for their beverages.

Children of God for Life's Executive Director, Debi Vinnedge, hailed PepsiCo's decision as a major breakthrough and achievement by thousands of concerned consumers who have been writing and boycotting PepsiCo beverages since last May.

In a letter to Children of God for Life, PepsiCo's VP of Global Public Policy, Paul Boykas stated that "Senomyx will not use HEK cells or any other tissues or cell lines derived from human embryos or fetuses for research performed on behalf of PepsiCo."

"We are absolutely thrilled with PepsiCo's decision," stated Mrs. Vinnedge. "They have listened to their customers and have made both a wise and profound statement of corporate integrity that deserves the utmost respect, admiration and support of the public."

In speaking with Mr. Boykas, Vinnedge noted that the company had conducted internal discussions, recognizing it was a highly sensitive and controversial subject that quite frankly, was not in the best interests of PepsiCo.

"We took the matter very seriously," stated Mr. Boykas. "We have an official Statement on Responsible Research and we intend to live by that policy."

That policy precludes any research by PepsiCo - or third parties they fund - from using human tissue or cell lines derived from embryos or fetuses. (See: <http://www.pepsico.com/Company/Corporate-Governance/Policies.html> and click on Responsible Research)

The decision means an immediate end to the boycott that began in May 2011- welcome news to both PepsiCo and their customers who have abstained from their favorite beverages in protest.

"We are grateful to PepsiCo and especially to all those who sent a loud and clear message to the management of this company. It's incumbent upon us to closely monitor the situation to be sure that PepsiCo remains true to their word," said Brad Mattes, Executive

Director of Life Issues Institute, one of thirty five prolife organizations that joined Children of God for Life in the boycott. "There are moral cell lines Senomyx can and should be using - not just for PepsiCo research but for all their customers."

Senomyx receives royalties for products sold using their ingredients. If they do not use aborted fetal cell lines, they offend no one; if they do, they most certainly offend at least half of US consumers who are prolife. But Children of God for Life also heard from a number of women who stated they were pro choice, yet this use of aborted fetal cell lines crossed the line and angered them as well.

*"Senomyx will not use HEK cells or any other tissues or cell lines derived from human embryos or fetuses for research performed on behalf of"*

“If for no other reason, it only makes financial sense for both Senomyx and their collaborators to avoid a substantial loss of potential market,” Vinnedge said. “Senomyx needs to stop using the aborted fetal cell lines entirely and we will continue to pressure them to do so.”

**Vinnedge is strongly encouraging the public to take one more important step: write to PepsiCo and thank them – and then go buy your favorite Pepsi products to celebrate!**

“Too often we seem to focus on the negatives and forget to take the time to let others know we appreciate their efforts,” stated Vinnedge. “It is our sincere hope that the public will once again rise to the occasion en masse as they did in the boycott – but this time in appreciation and support of PepsiCo.”

Write to thank Pepsi on their website at:  
<http://cr.pepsi.com/usen/pepsiusen.cfm?time=5189878>  
Or Via US Mail to  
Albert P. Carey, CEO PepsiCo Beverages  
700 Anderson Hill Road  
Purchase, NY 10577  
Phone: (914) 253-2000

To read the previous articles and boycott efforts:  
[www.cogforlife.org/pepsiboycotthistory.htm](http://www.cogforlife.org/pepsiboycotthistory.htm)

**Do you know someone who might be considering abortion?  
Make sure they get the facts first!  
A LIFE depends on it...  
1-800-395-HELP (4357)**

## **Study: Parent Involvement Cuts Abortion by 15%**

### **Council Stresses Common Sense Laws Supporting Parental Role**

A new study shows that abortion is effectively reduced by around 15% in states where there are laws requiring parental involvement before minors pursue this option.

The Family Research Council reported on the research conducted by Michael New, a former adjunct fellow with the Marriage and Religion Research Institute, a project of the council.

The study, published by the "State Politics and Policy Quarterly," found "solid evidence that Medicaid abortion funding restrictions, parental involvement laws and informed consent laws effectively lower abortion rates." The study also noted that "parental involvement laws reduce in-state abortion rates for minors by approximately 15%."

Tony Perkins, president of the Family Research Council, affirmed that this research "tells us that parental involvement laws more effectively get parents involved in their kids' lives, and reduce the number of abortions."

He continued: "Almost invariably it is a parent, not a government employee or business entity, who cares most about a daughter's well-being."

"This is why we strongly support common sense laws that reaffirm parents' unique role as the decision-makers in the life of their child."

Perkins stated, "Politicians can talk about 'reducing abortion rates,' but if they truly want to do so they will support parental-involvement legislation and defund such organizations as Planned Parenthood that perform or promote abortions."

<http://downloads.frc.org/EF/EF11C45.pdf>

## **White House: Abortion OK, But Visitors Must Register Unborn Children**

*Pregnant? Considering a visit to the White House this summer? The following information may be helpful. No this is not a joke... We couldn't make this up! Inconsistencies anyone?*

The Obama administration is plenty content with legalized abortion and funding abortions with taxpayer funds, but when it comes to Americans visiting the White House, they must register their unborn children when they check in at the front door.

The Director of the White House Visitor's Office, Ellie Shafer, recently distributed an email newsletter to members of Congress and others providing detailed instructions on how to register an unborn child ("a baby that has not yet been born," as Shafer puts it) into the security system the White House uses to arrange group tours.

“We have received a number of calls regarding how to enter security information for a baby that has not yet been born,” Shafer wrote. “Crazy as it may sound, you **MUST** include the baby in the overall count of guests in the tour. It’s an easy process.”

[/wp-content/uploads/2010/11/whitehouse.jpg/wp-content/uploads/2010/11/whitehouse.jpg](#)

According to the National Right to Life Committee, which obtained a copy of the newsletter, the White House spells out how “the baby’s security information should be entered” into the White House system. Staff must include such details as the baby’s sex, if known. “GENDER: if the parents know put that gender down if not, you can enter either M or F as we’ll ask you to update it at the time of birth,” the instructions say. All of the information should be updated “once the baby is born,” the newsletter instructs.

Douglas Johnson, National Right to Life’s legislative director, commented on the juxtaposition between the White House visitor log policy and its abortion policy. “It is ironic that President Obama’s staff recognizes the existence of unborn babies for purposes of providing security within the White House — yet, there is no indication that President Obama has any problem with the fact that throughout the District of Columbia, abortion is now legal for any reason up to the moment of birth,” he told LifeNews.

“Notably, the newsletter provides no guidance on what the staff should do if an unborn baby is first registered for security purposes, but then aborted,” Johnson added. “On May 17, the House Judiciary Constitution Subcommittee planed to hold a hearing on the District of Columbia Pain-Capable Unborn Child Protection Act (H.R. 3803), which would generally prohibit abortion in the sixth month and later in the District. If the President wanted to provide for the security of the unborn child immediately outside of the White House gates, as well as inside, he should endorse this bill.” The full email appears below:

*We have received a number of calls regarding how to enter security information for a baby that has not yet been born. Crazy as it may sound, you **MUST** include the baby in the overall count of guests in the tour. It’s an easy process.*

- *LAST NAME: The family’s last name*
- *FIRST NAME: “Baby” as a first name*
- *MIDDLE NAME: NMN as in No Middle Name*
- *DOB: Use the date you are submitting the request to us as their birthday*

- *GENDER: if the parents know, put that gender down; if not, you can enter either M or F, as we’ll ask you to update it at the time of birth*
- *SOCIAL: As they will not have a SSN and are under 18, you will not need to enter this field. Again, if the spreadsheet asked for a social enter 9 zero’s (not the word nine zeros but 000000000, and yes, it happens!)*
- *CITIZEN/CITY/STATE: The citizen, city and state should be entered the same as the parents*

## Rachel’s Vineyard Retreat Healing after Abortion

Rachel's Vineyard is a safe place to renew, rebuild and redeem hearts broken by abortion. Weekend retreats offer a supportive, confidential and non-judgmental environment where women and men can express, release and reconcile painful post-abortive emotions to begin the process of restoration, renewal and healing.

Rachel's Vineyard can help you find your inner voice. It can help you experience God's love and compassion on a profound level. It creates a place where men and women can share, often for the first time, their deepest feelings about abortion. You are allowed to dismantle troubling secrets in an environment of emotional and spiritual safety.

Rachel's Vineyard is therapy for the soul. Participants, who have been trapped in anger toward themselves or others, experience forgiveness. Peace is found. Lives are restored. A sense of hope and meaning for the future is finally re-discovered.

For further information call **877 HOPE 4 ME (877-467-3463)**

For a list of Rachel’s Vineyard Retreats in your area see: <http://www.rachelsvineyard.org/weekend/2007-retreat-schedule.htm>

*The Greatest Gift I ever had  
Came From God  
I called Him Dad.*

**HAPPY FATHER’S DAY**

## *Calendar of Events*

*Visit [www.calendarforlife.org](http://www.calendarforlife.org) for the most up to date information on activities and events happening in your area. Have you visited the website lately? It is totally "remodeled" to be even more user friendly.*

### **STAND UP FOR RELIGIOUS FREEDOM**

**Friday June 8 – 12:00 Noon, all time zones**

The Pro-Life Action League and Citizens for a Pro-Life Society are pleased to announce that the next Stand Up for Religious Freedom Rally will take place on Friday, June 8, in cities and towns across the U.S. The June 8 Stand Up Rally builds on the tremendous momentum created by the first Stand Up Rally on March 23.

Join us on June 8, 2012—the 223rd anniversary of the day our Founding Father James Madison introduced the Bill of Rights, with its guarantee of religious freedom, to the First Congress—and *stand up for religious freedom!*

For the location of the nearest rally in your area see: <http://standupforreligiousfreedom.com/locations/>

### **WHO IS CALIFORNIA RIGHT TO LIFE?**

This is the newsletter of **California Right to Life Education Fund**, a 501-c-3 organization established to educate the public about pro-life issues. Donations to the EDUCATION FUND are **tax-deductible** and can be sent to P.O. Box 4343, Walnut Creek, CA 94596-0343.

California Right to Life **Committee, Inc.** is a 501-c-4 organization providing information on legislative issues affecting the right to life, and pro-life political advocacy. **CRLC, Inc. is not permitted**, under IRS regulations, to offer a tax deduction for donations. \$24.99 annually is requested for a subscription to the CRLC legislative email updates list and can be sent to 1920 Monument Blvd #309, Concord, CA 94520.

Both are affiliates of American Life League, headed by Judie Brown, and share the same "no-exceptions, no excuses" beliefs and the same dedication to promoting the Culture of Life, respecting all innocent human life from the single-cell stage to natural death.

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