

St. Juan Diego Women's Center

Help for Pregnant Women and their Babies

PRESS RELEASE

FOR IMMEDIATE RELEASE:

Juan Diego Women's Center Announces Millennial-focused Branding and Homeless Outreach

SAN JOSE, CALIFORNIA, July 23, 2018 – Juan Diego Women's Center, a leading local provider of women's pregnancy care services, today announces a rebranding of our services and strategy aimed at reaching Millennials. The new brand, ***Birth and Beyond Women's Care***, which includes new bilingual client-facing websites (English: www.birthandbeyond.health, and Spanish: www.embarazoayuda.org), new internet marketing strategy and collateral, and a broadening of the services provided by the Center was launched at the end of June 2018.

"We are thrilled that in just a few short weeks, our search engine hits are in the thousands, young ladies are finding it much easier to reach us, chat or text with us, and seek out a much broader range of services targeted to her needs," said Executive Director, Christine Ibanez. She continues, *"our ability to reach to young ladies and gentlemen where they are physically and offer such basic services as rides to shelters and counseling appointments, and coordinate the care amongst providers, is helping to remove the stigma associated with young or single parenting. We are Pro-Love, and hold her hand every step of the way to becoming a mother."*

The Center's new outreach services include on-site intervention assistance at homeless encampments and shelters, helping teens & young adults who may be victims of domestic violence. Local San Jose area shelters have already provided the Center's bilingual literature and "help" cards to 700+ of their clients. The Center is also partnering with Catholic Charities of Santa Clara County to offer early childhood programs for young parents.

"We are reducing the homeless population in San Jose, one person at a time," said Board Chairman, Rafael Betancourt. He continues, *"our unique ability to provide care beyond that of other pregnancy help centers in the area has already resulted in out-placement of homeless young ladies in maternity housing out of the Bay Area. We are working directly with housing alternatives that is available in nearby states, offering around the clock assistance to all vulnerable and pregnant women who are homeless or in temporary housing situations."*

About Juan Diego Women's Center: Juan Diego Society, Inc., d.b.a. Juan Diego Women's Center is a 501(c)(3) non-profit founded in 1986 as the first Catholic pro-life crisis pregnancy center in San Jose, California. Our mission is to support women through "Birth & Beyond," and for choosing LIFE for their unborn babies, in a Christ-centered environment. Since its founding, Juan Diego Center has saved over 1,200 babies' lives, and over over 11,000 clients with prenatal and material support. For more information, please visit: www.jdwcenter.org.

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