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**United Way of Greater Milwaukee and Serve Marketing
Launch “Baby, You’re the One”**

New campaign shows the potential consequences of young love – teen pregnancy.

(February 14, 2013 – Milwaukee) - United Way of Greater Milwaukee, in collaboration with Serve Marketing, is providing a reality check for teens putting themselves at risk of becoming pregnant caused by empty promises and misleading demonstrations of love.

Print ads are strategically placed at bus shelters in areas with high teen pregnancy rates. It's the latest tactic in the United Way-led Teen Pregnancy Prevention Initiative. Each ad depicts a teenage boy with headlines reading “Baby, you’re the one,” “You are so fine,” and “I would do anything for you.” The ad copy displays messages that can be found inbetween the lines of teen love notes. It illustrates that professions of young love and loyalty may be true for now, but bring a baby into the picture and young girls risk dealing with pregnancy on their own. The ads direct teens to BabyCanWait.com, connecting them to information and resources to help prevent pregnancy and promote healthy relationships.

The most visible part of the campaign will occur on Valentine’s Day when hundreds of Valentines will be hand-delivered to Milwaukee teen girls at bus stops near several high schools. A radio spot will also be played on popular local music stations in Milwaukee, such as KISS FM.

“We all remember what it’s like to be that young and think you’re in love – that everything will be okay and you’ll be with this person no matter what,” said Serve founder and volunteer creative director, Gary Mueller. “The Valentine’s Day card tactic is intended to make teens think twice before putting themselves in a position to get pregnant.”

“Teenage girls often live with the illusion that if they get pregnant, their boyfriend will stay with them and they will all be a happy family,” said Nicole Angresano, Vice President of Community Impact for United Way of Greater Milwaukee. “We know that’s not reality. Being a teen parent is hard and scary and all too often the young girl is left alone to deal with not only the pregnancy and birth of the child but the expense and stress of caring for that child.”

Milwaukee’s teen birth rate is currently at a historically low level. City of Milwaukee health officials say the current trend indicates that Milwaukee should be on track to reduce the teen birth rate by 46% by 2015, a goal which was set by United Way of Greater Milwaukee, the Center for Urban Population Health and the Milwaukee Health Department in 2008.

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