



Written by [Alex Newman](#) on June 4, 2010

## Billboards Expose Racism in Abortion and Adoption

Following a wildly successful effort earlier this year, a new pro-life billboard campaign in the state of Georgia is exposing the lies and racist underbelly of the abortion industry, while highlighting the devastating effect of abortion and the need for more adoptions.

The attention-grabbing signs across the state — 60 in all, with more coming soon — feature the campaign’s website, [www.toomanyaborted.com](http://www.toomanyaborted.com), a black child with a tear in his eye, and a sad message across the top: “Black & Unwanted.” The blitz was organized by the Radiance Foundation and cosponsored by Georgia Right to Life, which financed the operation.



“Adoption is really one of the central themes of this campaign,” Radiance Foundation co-founder and Chief Creative Officer Ryan Bomberger told *The New American* in a telephone interview. “But it also highlights in particular the disproportionate impact of abortion on the black community.” He said exposing the racism of Planned Parenthood’s founder Margaret Sanger was a crucial goal, because if people knew, they would be outraged. The campaign’s [website](#) offers the little-known truth about the origins of Planned Parenthood, its founder, Margaret Sanger, and the eugenics movement more generally.

“American elites (Rockefeller, Ford, Kellogg, Carnegie) championed and funded the racist beliefs of eugenics, a philosophy of breeding a superior race. It called for the prevention of procreation of the ‘unfit’ through social programs of segregation, forced sterilizations, and widespread birth control,” it states. “The Negro Project (spearheaded by Planned Parenthood’s founder, Margaret Sanger) was the effort to severely reduce or eliminate the reproduction of poorer blacks. And the efforts continue today.” Planned Parenthood receives hundreds of millions of tax dollars every year, and in 2008, aborted 65 children for every one adoption referral. Government statistics from the Centers for Disease Control and Prevention report that black women abort three times more often than white women, and Census Bureau data shows over half of Georgia’s abortion clinics are located in predominately black areas.

“You hear all this rhetoric from pro-abortion advocates about how no one wants these black children and this is why they need to be aborted,” Bomberger said, noting that he is black and adopted. “So we respond to the rhetoric that they’re ‘black and unwanted,’ and we break through some of those myths.” He added, “This campaign is our response to the racist and eugenics-laden history of the Birth Control Movement and the continued racialization of adoption.” Bomberger is the son of a mother who was raped yet chose life and gave him “the opportunity to love and be loved” by putting him up for adoption. “Women and children — born and unborn — deserve much better from our society.” He said he hopes more people will consider adoption in the future.



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A [previous campaign](#) led by the same organizations erected billboards with the message: “Black children are an endangered species.” The effort gained national and international attention in the media, catapulting the issue into the spotlight, if only briefly. But the groups’ message is not going away any time soon.

“This project is going to continue as long as women are being lied to and the killing of black children is seen as our ‘best’ way to end poverty. Women need to know all their options and expose the lies that Planned Parenthood and other abortion providers have been spreading for years,” [noted](#) Catherine Davis, director of Minority Outreach for Georgia Right to Life. “Our children are our heritage, our strength and the abortion community has reduced our legacy to the status of a parasite, something to be eliminated rather than cherished. Black and Unwanted is a campaign that begins the restoration of value to black children in Georgia and the nation.”

Information on the racist origins of the eugenics movement and Planned Parenthood in particular have been largely hidden from public view. But a powerful film called [Maafa 21](#), which documents the “black genocide” currently underway, has received significant attention. And with groups like the Radiance Foundation and Georgia Right to Life exposing the issue to millions of Americans, the controversy undoubtedly will be around for a long time to come.



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