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Unplanned Pulls In \$6.1M on Opening Weekend. R Rating, Nets' Ad-Buy Refusal Fails To Kill It

The attempt to kill box-office returns for [Unplanned](#), the film that details a Planned Parenthood clinic director's change of heart, has failed.

Despite the [refusal of networks to broadcast advertisements](#) and [last-minute attack from Twitter](#), the film doubled its anticipated take of \$3 million, and took fifth place among its competitors on opening weekend, [according to The Hollywood Reporter](#).



The smash debut for a Christian film is particularly unusual, *THR* noted, but as well particularly gratifying for its distributor and producers.

\$6.1 Million Opening

Unplanned tells the story of Abby Johnson, who rose from being a volunteer at Planned Parenthood to becoming its youngest clinic director ever. PP performed 332,757 abortions in the fiscal year that ended in June, or 991 every day of the year as the Family Research Council has noted.

But then Johnson witnessed an abortion at 13 weeks gestation on ultrasound, which inspired her to quit her job and become a pro-life activist. "The baby looked as if it were being wrung like a dishcloth, twirled and squeezed,"