

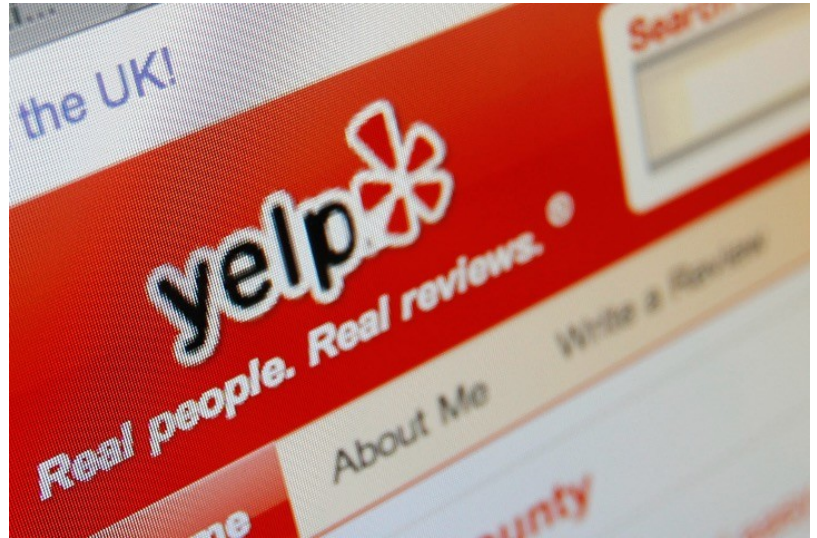


Written by [Michael Tennant](#) on August 25, 2022

## Yelp Slaps Warning Label on Pregnancy-center Listings

Business-review platform Yelp announced Tuesday that it is adding a consumer notice to listings for crisis pregnancy centers and will “increase efforts” to ensure that women seeking abortions won’t encounter such listings.

When a search yields a listing for a crisis pregnancy center, Yelp will now display the following: “This is a Crisis Pregnancy Center. Crisis Pregnancy Centers typically provide limited medical services and may not have licensed medical professionals onsite.”



AP Images

“It’s the latest in a series of moves [sic] Yelp has made since 2018, when CEO Jeremy Stoppelman directed the company to make sure crisis pregnancy centers were differentiated from abortion clinics in the company’s listings,” reports [Axios](#). “Yelp has since recategorized thousands of service providers as crisis pregnancy centers.”

“After learning about the misleading nature of crisis pregnancy centers back in 2018, I’m grateful Yelp stands behind these efforts to provide consumers with access to reliable information about reproductive health services,” Yelp Vice President of User Operations Noorie Malik told [Axios](#).

“It has always felt unjust to me that there are clinics in the U.S. that provide misleading information or conduct deceptive tactics to steer pregnant people away from abortion care if that’s the path they choose to take,” she added. (Note the reference to “pregnant *people*” rather than “women.”)

Of course, those so-called “misleading” and “deceptive” tactics include such dirty tricks as showing expectant mothers ultrasounds of their gestating babies and informing them about what an abortion would do not just to their unborn child, but also to their own physical and emotional well-being.

As for pregnancy centers’ potential lack of medical personnel, the [Charlotte Lozier Institute \(CLI\)](#) found that the 2,700 centers in the United States collectively have 10,200 licensed medical professionals among their staff and volunteers.

According to [Axios](#), Malik also “said that Yelp would ‘increase efforts to better match’ people who were specifically seeking abortion services with health providers that offer them, and make it less likely such users will see crisis pregnancy centers in their search results.”

“Shame on Big Tech companies like Yelp for colluding with the abortion lobby in their war on compassionate pregnancy help. Discriminatory labels are not meant to inform, but to scare women away from receiving the support and resources they need,” Susan B. Anthony Pro-Life America President Marjorie Dannenfelser said in a [statement](#).

“The abortion lobby,” she continued, “fights tooth and nail against women’s right to informed consent, including hearing their baby’s heartbeat or seeing an ultrasound. If Big Tech’s labels were truthful, they’d highlight all the real services pregnancy centers provide that Planned Parenthood and the abortion industry don’t, such as ... diapers, formula, clothing, strollers, parenting and childbirth classes,



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education and career help, and much more — typically free of charge.”

Still, the success of pro-life pregnancy centers — CLI says they’ve saved more than 800,000 lives since 2016 — has the abortion lobby up in arms. In June, a group of 20 congressional Democrats sent a [letter](#) to Google CEO Sundar Pichai urging him to “take action” to ensure that women searching for abortion clinics don’t inadvertently stumble onto “fake clinics” that might talk them out of murdering their children. One of those lawmakers, Massachusetts Senator Elizabeth Warren, even [told reporters](#) that crisis pregnancy centers “all around the country” need to be “shut down” because they “fool people” and “torture” pregnant women.

Big Tech is certainly doing its part to further the cause of unlimited abortion. Yelp, Apple, Google, and many other technology leaders have said they will pay for their employees who live in states that have outlawed abortion to travel to other states so they can kill their babies. YouTube recently announced a [crackdown on abortion “misinformation”](#) including “false claims about abortion safety,” which likely means any content suggesting abortion isn’t as safe as ear-piercing will be taken down. In addition, writes Axios, “The Alphabet Workers Union said last week that they want listings for crisis pregnancy centers removed from Google as misleading.”

“More than any other group,” said CLI associate scholar Moira Gaul, “pro-life pregnancy centers are best equipped to support women facing unintended pregnancies in a post-Roe America.”

And that is why the Left, to which abortion has become a [sacrament](#), is out to destroy them.



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