



Directors Gregg & Lois Cunningham  
and daughters

Center for Bio-Ethical Reform

April 2025

# CBR Truck Power – Past and Present

In June 2001, our Reproductive “Choice” Campaign (RCC) trucks began running on the freeways in Los Angeles. The two sides and rear were mounted with abortion photos as we educated the public with the truth about “choice.”

Initially, we tested our project with one 24-foot box body truck, followed by a CBR security car. We did not know what type of reaction we would get from the public, so we decided that having an obvious security vehicle would deter angry people from attacking the trucks. It worked. We rarely had a driver even attempt to cut us off. Running the trucks on people’s drive into work was also key. They had to get to work, whereas if we ran the trucks when they got off work, they may have had time to follow us and cause mischief. Soon, we added a second truck, and then all four initial trucks were running on various routes through Los Angeles and Orange Counties.

With heavy rush hour traffic, we were able to reach tens of thousands during the four hours we drove, and we ran the trucks Monday through Friday from 6:00 am to 10:00 am. We even drove the trucks on September 11, 2001. We were confident that the abortion mills would not shut down, so we needed to continue our education in hopes of saving babies even on that fateful day in America.

Eventually, CBR owned 10 trucks and we moved them beyond California to a number of states where we had a CBR presence, including: Tennessee, Ohio, Oregon, Washington, Florida, Arizona, Missouri, South Dakota and even Hawaii and Alaska. In December 2014, we reported



*This CBR truck drove around Phoenix, Arizona, in March 2025. Our trucks educate people about abortion and prenatal development.*

that CBR Reproductive “Choice” Campaigns (RCC) trucks were operating daily in as many as eight states.

Television news and newspapers covered the trucks when they came to town. In Bowling Green, Ohio, *BG News* reported: “Diane Schwab, sophomore [Bowling Green State University], thought the images were effective. ‘They’re graphic,’ she said, ‘but it was a powerful way to get the message across.’” (“Abortion truck informs, offends,” November 8, 2005)

In subsequent years, we created various signs beyond the basic aborted baby photo signs. For example, we created signs for election years. We posted the face of a pro-abortion candidate next to an abortion photo, with captions urging voters to pressure candidates to vote pro-life. We put a human face on the supporters of baby-killing and we put a human face on the preborn children being aborted. We posted photos of Blue Dog Democrats (supposedly “pro-life”) on the trucks and urged them to hold on to their pro-life positions. We even parked one of the trucks in front of a campaign office, and the campaign manager begged us to move the truck. The trucks always featured abortion photos.

We harnessed the power of the photo trucks to make a difference in elections, so we deployed them in our Key States Initiative. Our truck signs didn’t tell voters explicitly for whom to vote, but they got the message.

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## Prenatal Baby Pin has a “Voice”

**W**e received an interesting email from a CBR volunteer in Tennessee. We helped Tony make pins with a photo of a living 8-week human embryo, and he distributes them to people. He shared with us an email message he just received from “Marcia”:

Several months ago, you gifted me 2 pro-life pins. I work in a hospital as a Labor and Delivery nurse; I added one of these pins to my work badge and the other to my backpack. The one on my work badge (8-week-old preborn baby) has received many compliments and comments. I just wanted to thank you for the opportunity to represent life in a creative way in a workplace that is full of pro-choice voices. I thought I’d share this with you to encourage you to continue advocating for precious unborn lives.”

We are getting artwork ready to make pins for others to distribute. Let us know if you are interested.

Email: [Info@cbrinfo.org](mailto:Info@cbrinfo.org).

## CBR’s Video helped Save Her Baby Girl From Abortion

**M**arjurie, who lives in Nutley, New Jersey, recently called Gateway Pregnancy Center in Union to give them an update on her life. When she first contacted Gateway in 1993, she was considering having an abortion. Thankfully, she came in for her Gateway appointment and staff member Jean showed her the CBR abortion video, *Harder Truth*. Jean also handed Marjurie a pair of handmade baby booties. They cried together. Marjurie recounted, “It was because of Jean that I had Samantha, who is now 32, and Samantha has a 4-year-old son herself.” His name is Isaac. The Bible tells us Isaac means “laughter.” Let’s laugh with joy at the goodness of God!

Marjurie spoke at Gateway’s 2006 Banquet when Samantha was 12 years old. Praise God for the faithful Gateway staff, and thank God they are willing to educate clients using CBR abortion videos. They save many lives just like Samantha’s.



*At Florida Gulf Coast University, interns and pro-life students were able to use the CCBR training they received to give sound arguments in favor of life.*

## Florida University Tour with CCBR

**O**ur second international affiliate was the Canadian Centre for Bio-Ethical Reform (CCBR) which formed in 2001, and this organization is still going strong. In their February e-newsletter, CCBR cited a 2021 Ipsos poll that found that up to a quarter of Canadians opposed abortion in almost all cases. This is a striking figure because when CCBR first launched its national educational outreach plan and had staff and volunteers doing public education each day, about 11% of Canadians opposed abortion in nearly all cases. This is a major shift toward the pro-life position.

CCBR also educates American college students during winter semesters (think warm weather). This February, CBR-Florida partnered with CCBR for an Abortion Awareness Project (AAP) tour of four universities: Florida Atlantic University, Florida International University, Florida Gulf Coast University, and the University of Central Florida.

CCBR “exported” over 40 participants to cover the two-week tour. They worked alongside our Florida team. CCBR’s presence was valuable beyond the campus displays because they assisted CBR-Florida Director Bill Calvin in recruiting more volunteers from his Florida church. On Saturdays, CCBR provided pro-life apologetics training to prepare the students who sponsor the displays to interact with people.

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### *CBR TRUCK POWER, Continued from Page 1*

One major victory was for pro-life Senator John Thune in South Dakota. He was running against long-time pro-abortion incumbent, Tom Daschle in 2004. We closely watched the polls. We first moved one truck into South Dakota. In September, Daschle led Thune by margins of two to five percent. We moved another truck into South Dakota and ran both trucks heavily. Starting in October, most polls indicated that Thune and Daschle were dead even.

The Thune Campaign had failed to shift attention to Daschle's position on abortion until we entered the race. Unbelievably, instead of issuing a dismissive "no comment" when the press asked for a response to our abortion photo trucks, Daschle's spokespeople fell into our trap and moved voter attention back to abortion.

That race was 20 years ago, but CBR Executive Director Gregg Cunningham's recollection is that after we moved the second truck and then a tow-banner plane into South Dakota, Thune pulled even and eventually won by a narrow margin of only 4,508 votes (50.6–49.4%). Senator John Thune is now the Senate Majority Leader, and by God's grace, our trucks and faithful drivers helped him get in office.

When we obtained striking prenatal photos of babies in the womb, we mounted signs with these beautiful images with captions that read: "We are children, alive in the womb. Please vote for us." (See page 1 photo.)

Our trucks are still reaching people, but we need more drivers to keep them on the road. We particularly need more volunteer truck drivers in Knoxville and Phoenix, and also for cross-country and interstate trips. You do not need a special driver's license and we train new volunteer drivers. We also have smaller Ford Transit trucks in use in California, and they are even simpler to drive. Consider volunteering as a driver, or in other capacities with CBR.



### **We thank God for you, and for the living hope we have in our Resurrected Lord.**

*"Praise be to the God and Father of our Lord Jesus Christ! In his great mercy he has given us new birth into a living hope through the resurrection of Jesus Christ from the dead..."*

*1 PETER 1:3*

#### **Prayer Requests**

- Blessings and protection on CCBR and all CBR affiliates
- For pastors and priests to preach against abortion
- More volunteer truck drivers

#### **Events**

##### **Sign Displays at Abortion Mills**

Weekly in Honolulu, Hawaii

April 12 Planned Parenthood, Mission Viejo, CA

##### **Photo Trucks**

Weekly in Sarasota, FL

##### **Speaking Engagements & Trainings**

April 11 Bio-Ethics Class: Organ Harvesting  
Mission Viejo, CA

##### **Exhibit Tables**

May 1-4 Christian Medical Dental Association

### *FLORIDA UNIVERSITY TOUR, Continued from Page 2*

At the University of Central Florida, a man who initially expressed anger at CCBR speaker Mrs. Maaiké Rosendahl for bringing this display to his campus, actually apologized for his initial rudeness. He left for class, saying, "I wish you well. Thank you for this conversation."

At Florida International University, CCBR staffer Katherine talked to a young woman who said she knew abortion was wrong, but she kept offering reasons it might be justified. Katherine gave sound pro-life arguments, but then she shared her experience outside a Miami abortion clinic that very day. She had witnessed a truck removing boxes of garbage bags containing dead babies. That finally caused the student to strengthen her position against abortion.

*Left: By God's grace, running our abortion photo trucks in South Dakota in 2004 helped John Thune get elected to the U.S. Senate.*



*She witnessed a truck removing boxes  
of garbage bags containing dead babies.*



**(Location: Miami abortion facility)**



CENTER FOR BIO-ETHICAL REFORM

**April 2025**



*CBR drove in the U.S. Capitol with this sign calling for Blue Dog Democrat Rep. Kathy Dahlkemper (PA) to vote against government-funded abortion.*

**Address corrections**

[addresschanges@cbrinfo.org](mailto:addresschanges@cbrinfo.org)

**Electronic funds donations**

[ACH@cbrinfo.org](mailto:ACH@cbrinfo.org)

**Credit card donations**

[creditcards@cbrinfo.org](mailto:creditcards@cbrinfo.org)

**Product order inquiries**

[productorders@cbrinfo.org](mailto:productorders@cbrinfo.org)

**Estate donations**

[plannedgiving@cbrinfo.org](mailto:plannedgiving@cbrinfo.org)

**INSIDE THIS EDITION...**

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