FOR IMMEDIATE RELEASE:
BACKLINE IS NOW ALL-OPTIONS
March 28, 2017

After more than a decade, we’re changing our name: Backline is now All-Options! Our new name reflects who we are and the open-hearted support we provide around pregnancy, parenting, abortion, and adoption. All-Options understands that our experiences and decisions are connected – that having a miscarriage may bring up feelings about a past abortion, and being adopted can affect how we feel about whether or not to become a parent.

Life is complicated and the topics we discuss are complex, but one thing is certain: Everyone deserves to have All-Options! As All-Options, we’re ready to begin this next chapter with a renewed commitment to ensuring every person can make the reproductive decisions that are right for them.

You may recognize the All-Options name from our All-Options Pregnancy Resource Center in Bloomington, Indiana. Bringing the unconditional support we’ve always offered on the Talkline into a brick-and-mortar space was a dream come true. And since opening the All-Options PRC in 2015, we have seen first hand how the language of “all-options” speaks to people and resonates with clients, providers, donors, and supporters alike.

While our name has changed, our mission and programs haven’t. All-Options will continue to provide the judgment-free, reliable services that Backline has long been known for.

Reliable all-options, open-hearted support is the common thread that runs through all of our programs: the All-Options Talkline, All-Options PRC, and All-Options Workshops. Now under one name, we will continue to provide the same unconditional support that’s always been at our core. We know that people’s lives and experiences are not linear, and neither is our All-Options approach!

Join us in celebrating the launch of All-Options today on Facebook and Twitter and don’t forget to use #AllOptionsMeans to follow the conversation!

Have questions about our name change? Check out our FAQ!