

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!](#)