

# Radiance unveils new billboard: ‘Fatherhood begins in the womb’

By [Virginia Chamlee](#) | 09.14.11 | 10:49 am

The Radiance Foundation, the anti-abortion group responsible for a string of controversial billboards across the country, has unveiled its latest campaign: “Fatherhood begins in the womb.” The campaign is less inflammatory than the group’s previous work, which included billboards with such slogans as [“Black & Unwanted”](#) and [“The 13th Amendment Freed Us. Abortion Enslaves Us.”](#)

From a [press release](#) detailing the campaign: “A collaborative effort between the Issues4Life Foundation and The Radiance Foundation, this campaign details the culture of abandonment that abortion has created by revealing the statistics of FATHERLESSNESS, single-parent poverty, and the deterioration of two-parent married households.”

“When a man has sex with a woman he is consenting to being a FATHER,” said Walter Hoye II, president of Issues4Life, in the release. “We want to emphasize the biblical requirement and vital need for men to be involved as PROVIDERS and PROTECTORS when ‘LIFE’ happens.”

Ryan Bomberger, chief creative officer of the Radiance Foundation, argued that men have been “empowered by Roe v. Wade to have sex and run” and have been “forced” out of their traditional roles by “liberal feminism.”

A press conference detailing the campaign is scheduled for Fri., Sept. 16 in Sacramento, Calif.

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