

**FOR IMMEDIATE RELEASE**

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## **Vote No on 4 Campaign Launches to Defeat The Deceptive and Extreme Amendment 4**

**Click here to see:**

[Website and Video in English](#)

[Website and Video in Spanish](#)

**Tallahassee, FL** – Today, Vote No On 4 Florida formally launched its multilingual campaign to defeat Amendment 4 on the upcoming November ballot with the unveiling of new websites in both English and Spanish and the rollout of its first campaign video entitled “Not What it Seems” which exposes the deceptive nature and extreme ramifications of Amendment 4. The 2-minute video reveals that while other amendments provide clear definitions, the 34-word Amendment 4 fails to define any of its terms, including crucial words like “viability,” “healthcare provider,” and “patient’s health,” leaving voters in the dark about its true impact.

“Amendment 4 was deceptively written to allow abortions throughout the entire pregnancy, even when the baby can feel the pain of the procedure, and to make abortion the only medical procedure that can be performed on a minor without a parent’s consent,” said Vote No On 4 Florida President Dr. Mary J. O’Sullivan, Professor Emeritus of Obstetrics and Gynecology at the University of Miami Medical School. “By allowing any so-called ‘healthcare provider’ – not just doctors – to determine fetal viability and approve late-term abortions, Amendment 4 essentially gives abortion clinics a rubber stamp to approve abortions in the third trimester, up to and including the last month of pregnancy.”

The Vote No On 4 Florida campaign is gaining momentum with strong grassroots support and is mobilizing thousands of Floridians across the state, with county organizers assembling a grassroots network throughout Florida that is currently capable of reaching nearly 80% of the Florida electorate. These volunteers will campaign throughout Florida to inform voters that Amendment 4 is “way too extreme, and not what it seems.”

In contrast, Amendment 4 is being heavily bankrolled by out-of-state special interest groups, including the abortion industry and George Soros’ Open Society Fund, which support abortion at any time during pregnancy. Outrageously, Amendment 4’s primary funding organization once lobbied against a bill to require emergency medical treatment for babies born alive during an abortion procedure. Thankfully, that bill passed the Florida legislature unanimously, despite the lobbying efforts of Amendment 4’s lead financial and political backer.

For information on how to get involved, visit [www.VoteNoOn4Florida.com](http://www.VoteNoOn4Florida.com).

*Transcript of “Not What It Seems” video is attached.*

**###**

## Not What it Seems Video 2:00 – Transcript:

Bait and Switch.

Sleight of Hand.

Smoke and Mirrors.

All deceptions that make one thing // seem like another.

Like Amendment 4, an “abortion” amendment // that’s much more extreme—  
—than at first it seems.

Here’s Amendment 4.

And here are other amendments from years past.

Most provide detailed definitions of essential words—  
—so voters know // what they’re voting on.

So, how many “definitions” does Amendment 4 provide?

ZERO.

This “small” trick // is a big scam.

Amendment 4 says, “no law shall [...] restrict abortion before ‘**viability**’”—  
—but never defines “viability.”

It allows late-term abortions for a “patient’s health”—  
—but never defines “patient’s health.”

It allows so-called “healthcare provider[s]” - not doctors - to define these terms—  
—but never defines “healthcare provider”—

—a term broad enough to include non-medical staff at abortion clinics.

Just as bad - Amendment 4 eliminates Florida’s parental consent laws—

—replacing “consent” // with “notification”—

—and making abortion the only medical procedure a minor could undergo // without a parent’s consent.

They didn't have to write Amendment 4 this way // *but they did*.

Why? **Because they want to deceive you—**

—to make their extreme amendment - seem reasonable.

This is what Amendment 4's ballot summary says.

But this // is what it means:

No law shall prohibit **any** abortion at **any** time for **any** reason determined by abortion clinic employees. This amendment makes abortion the only medical procedure your child can undergo // **without** your consent.

It sounds extreme // because it is extreme.

No definitions, no doctors, no parental consent.

Amendment 4 // way too extreme // and not what it seems.