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**FOR IMMEDIATE RELEASE**  
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**NEW NON-PROFIT ORGANIZATION LAUNCHED TO GIVE PARENTS A STRONGER VOICE AS PRIMARY AUTHORITY IN THEIR CHILDREN'S LIVES**

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*Colorado-based non-profit, Parents United America, announces kick-off of nationwide effort to press for fundamental rights and combat overly aggressive state intrusion into the family*

**DENVER, CO:** Deborah Flora, president of Parents United America, announced the launch of a nationwide organization focused on helping parents reestablish their fundamental right to be the primary influence and authority in their children's lives. Parents United America is a non-partisan, non-religious organization focused on connecting, informing and empowering parents throughout the United States whose role is being marginalized on multiple fronts.

Citing examples of over-reach by state, district and local authorities throughout the United States, Flora, who also hosts a syndicated radio show, indicated that she consistently hears from parents who feel voiceless as they are being excluded from decisions about their children's education and medical care.

"I'm a mom and a wife, first and foremost. As parents, we are our children's first teachers and their greatest champions. We are the ones who know and love them better than anyone else ever will. We are the ones who comfort them by their bedside and cheer them on the sideline; we are the ones who hold their hands during first steps and in the doctor waiting rooms. No politician, administrator, or bureaucrat is more equipped than we are to make important decisions for our children," stated Deborah Flora.

As highlighted on the Parents United America website ([www.parentsunitedamerica.org](http://www.parentsunitedamerica.org)), across America parents are witnessing a steady and radical shift by government and administrative entities working to circumvent parents' fundamental rights and replace them with an ideological state guardianship – one that disadvantages parents and ultimately harms children.

"With greater frequency, we're witnessing concerted efforts to circumvent parents' rights not only to make decisions for their children, but also to even have access to vital information," added Mrs. Flora. "In addition, a multi-media megaphone aimed at bullying dissenting parents into silence also exists. It is time for parents from all walks of life to get connected, informed and engaged. This isn't an issue of left or right, but of right and wrong."

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Parents United America has numerous examples of this over-reach and its negative, harmful impact on families and their children. Recent examples that highlight an increasingly heavy-handed role of government include the following:

- A 6-year old girl in Texas committed to a mental health facility without parental consent (<https://nbcnews.to/2HA7NRs>)
- Some Washington State legislators are pushing mandatory sex ed for kindergartners even through 54% of the public said that K-5 sex-ed should not be required (<http://bit.ly/2P4yqSA>)
- A Colorado couple's child was taken by Child Protective Services without due process (turns out it wasn't abuse but it was rickets). (<http://bit.ly/3bRtGJT>)
- Parents in many states, parents are denied access to their children's medical records as young as 12 (<http://bit.ly/2v0OKwL>) (<http://bit.ly/2P99323>)

In the coming weeks and months, Parents United America will launch an information-sharing, and awareness-generating campaign focused on the non-profit's core values:

**Family:** The family (traditional and non-traditional) is the basic building block and backbone of any thriving society.

**Parents:** Parents hold the first, and most important, role in the life-long well-being of their children and it is their fundamental right to direct, guide, and make decisions regarding their child's physical, moral, educational and medical care.

**Children:** Children flourish and thrive most under the guidance and care of their parents who love them and know them best, and who will protect their innocence from cultural pressures to grow up too quickly.

**Community:** Parents should be connected to empower one another and stand united for their fundamental right to be the ultimate authority in their children's lives.

**Unity:** Fundamental parental rights transcend political parties, religious or non-religious view. Parents are moms and dads first.

**Culture:** Politics is downstream of culture. Parent parents voices must be magnified to turn the cultural conversation back to protecting fundamental parental rights, which transcend cultural fads, ideological trends and government overreach.

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While acknowledging that several organizations exist on a state-by-state basis on the parents' rights issue, no national organization exists to educate, assist, unite and advocate for parents on this all-important issue. Most other parental rights groups have a narrow religious, political or judicial focus, but the need is great for a non-partisan, non-religious organization harnessing the power of persuasive messaging to transform the culture and connect all parents—traditional and non-traditional—to resources, partner organizations and most of all, to one another.

Mrs. Flora recently testified before both the Colorado Legislature's Senate and House, Veterans & Military Affairs Committee on legislation to better protect our state's children.

"I've witnessed firsthand Deborah's passion and effectiveness when discussing parents' rights issues and advocating for the essential and irreplaceable role that parents have in their children's lives," added Colorado State Senator Bob Gardner. "I wish Parents United America well. It is truly needed and look forward to engaging with them in the future."

"We will gladly partner with any organization and individual that acknowledge parents' unalienable right to guide and protect our children, but we will not allow any institution, elected official, administrator, or cultural trend to push us out of our rightful role as THE parents to our children," concluded Mrs. Flora. "We will stand united against those who would try to usurp or circumvent our role."

#### **About Parents United America**

Parents United America is a 501(c)3 non-profit organization (status pending) dedicated helping parents stand together for our rights to raise our children and be the primary authority in their lives. Parents United America will help foster a culture where parents are engaged, their rights are respected, and children are free to flourish under the protection, guidance and care of those that love and know them best.

#### **About Deborah Flora**

Deborah Flora has worked in nearly every media genre harnessing its power to transform the culture. She is the Host of the syndicated radio show *Bring It Up!* with listeners across America and more than 45 countries and the Executive Director of Bring It Up Media, created to empower today's women to be champions for their families, their communities, and their country. She is an award-winning producer, actress, and national speaker and a frequent radio contributor on national and local issues.

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