



## WLP Appearing at SXSW for World Premiere of “Preconceived,” a New Documentary on Anti-Abortion Crisis Pregnancy Centers

*Preconceived: The Unexpected World of Crisis Pregnancy Centers* will premiere on March 10 at the South by Southwest Film & TV Festival

Contact: Tara Murtha

[tmurtha@womenslawproject.org](mailto:tmurtha@womenslawproject.org)

**PENNSYLVANIA x TEXAS// March 7, 2024:** *Preconceived* is [a new documentary](#) that will world premiere as a Documentary Spotlight at the South by Southwest Film & TV Festival in Austin, Texas on Saturday, March 9.

The film tells the stories of Maleeha and Maria, two young women who inadvertently found themselves at anti-abortion “crisis pregnancy centers” (CPCs) while navigating unplanned pregnancies. Maleeha and Maria reveal how their lives were affected by the experience as filmmakers explore the under-the-radar roles these facilities serve for the anti-abortion movement.

*“Preconceived* looks at this complex topic from multiple angles and includes the voices of leaders in the CPC movement, women who unintentionally visited anti-abortion centers, and experts who caution why many CPC practices are problematic,” **said co-director Sabine Keane.**

The documentary features appearances by advocates including WLP Director of Strategic Communications Tara Murtha, who will be at SXSW with the filmmakers and fellow advocates participating in post-screening Q&As and a panel called [Crisis Pregnancy Centers: Anti-Abortion Movement Ground Game](#) with filmmakers and participants.

*“Preconceived* is a particularly insightful window into the world of anti-abortion crisis pregnancy centers because you get to hear from CPC industry strategists in their own words,” **said Tara Murtha, co-author of [Designed to Deceive: A Study of the Crisis Pregnancy Industry in Nine States](#).** “It feels particularly poignant to have this conversation in Texas, where the same Legislature enforcing abortion restrictions that lead to life-threatening injuries and torment also pour millions of dollars into the billion-dollar anti-abortion CPC industry, then present it as a sort of consolation prize for all the injuries and torment. That’s how it’s going in many states now, but it’s so horrifically clear in Texas.”

Filming began before the U.S. Supreme Court eliminated the federal right to abortion in June 2022 and covered the historic moment.

*“Preconceived* is a film about the role of crisis pregnancy centers in the anti-abortion movement, but it is also about the current political struggle over personal autonomy,” **said producer Heather Keane.** “The U.S. is a pluralistic society, and the religious preconceptions of a minority should not be imposed on a larger population who have myriad, valid reasons to choose their own pregnancy outcomes.”

*Preconceived* was chosen as [a top SXSW documentary pick](#) by *Austin-American Statesman*.

The world premiere of *Preconceived* will take place at 11:30AM on Saturday, March 9 at the ZACH Theatre and will be followed by a panel discussion featuring film participants and advocates.

Click here for [a full line-up](#) of *Preconceived* at SXSW screenings and panel discussions.

Follow [Preconceived](#) and [Women's Law Project](#) at SXSW on Instagram.

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