

# DAILY BUSINESS REPORT

October 5, 2010

San Diego Metropolitan

---

## Planned Parenthood Expands into Imperial County

Planned Parenthood of San Diego and Riverside counties has changed its name to Planned Parenthood of the Pacific Southwest in an effort to expand its reach into Imperial County, which suffers disproportionately high rates of teen births and sexually transmitted infections. “With our partners in Imperial County, we are doing incredible work educating residents about the importance of reproductive health care,” said Darrah DiGiorgio Johnson, President & CEO of Planned Parenthood. “Planned Parenthood participated in the first teen parent and expectant teen parent conference in El Centro last year and we expanded our peer education program to Calexico. We have been heartened by the reception we have received from the community and look forward having an even greater impact on the region in the future.”