



Planned Parenthood California Central Coast

July 1, 2016

**PLANNED PARENTHOOD OF SANTA BARBARA, VENTURA, AND SAN LUIS OBISPO COUNTIES, INC.
ANNOUNCES NAME CHANGE TO
PLANNED PARENTHOOD CALIFORNIA CENTRAL COAST**

SAME COMPASSIONATE CARE, NEW NAME

Santa Barbara, Ca. —Today, Planned Parenthood of Santa Barbara, Ventura, and San Luis Obispo Counties, Inc. changed its name to Planned Parenthood California Central Coast. The new, shorter name better reflects the growing strength and influence across the region of the reproductive health and rights powerhouse.

"The heart of Planned Parenthood is in the local community. We are very pleased to deliver high-quality health care and increasingly needed services to women, men and young people living along the Central Coast," said Jenna Tosh, President & CEO of Planned Parenthood California Central Coast. "Our name has changed but our commitment to confidential non-judgmental care remains the same. And we will continue to advocate for sex education and access to a full range of reproductive health care services, including safe and legal abortion — just as we have for nearly 100 years."

Planned Parenthood began delivering health services in Santa Barbara County in 1964. Today, with five health centers located in Santa Barbara, Santa Maria, Ventura, Thousand Oaks and San Luis Obispo, Planned Parenthood California Central Coast delivers vital reproductive and preventative health care, sex education, and information to over 36,000 people.

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Planned Parenthood is one of the nation's leading providers of high-quality, affordable health care for women, men, and young people, and the nation's largest provider of sex education. Planned Parenthood services include lifesaving cancer screenings, birth control, prevention, testing and treatment for sexually transmitted infections, breast health services, Pap tests, and health counseling. One in four women in California has visited a Planned Parenthood health center at least once in her life.

To learn more about Planned Parenthood California Central Coast's work, visit www.ppcentralcoast.org.