



## Triangle Freethought Society

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[www.trianglefreethoughtsociety.org](http://www.trianglefreethoughtsociety.org)

Press Release  
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### **Triangle Freethought Society Launches New Billboard Campaign**

The Triangle Freethought Society (TFS) will unveil 12 billboards with person-centered quotes from local non-religious folks on a regional scale including Durham, Pittsboro, Raleigh and Smithfield from March 28, when the first of the billboards will go up, until the end of April.

The campaign, modeled on a nationwide campaign conducted by TFS' parent organization, the Freedom From Religion Foundation (FFRF), aims to show people that the non-religious are neighbors who are friendly, moral and family-oriented. National billboards displayed in Madison, Wisconsin include community members from Madison as well as Saturday Night Live alum and prominent atheist, Julia Sweeney. Per Mark Zumbach, president of the Triangle Freethought Society, "We are very excited about this billboard campaign. This is the first campaign of its kind, in terms of number of locations and geographic diversity. We are not scary people in faraway places...we are your friends and neighbors."

The local campaign, underwritten by FFRF, centers on families and individuals who want the Triangle to know that they live happy and productive lives without religion. Each billboard contains a quote from the individual(s) pictured.

Eric Thomas, a community member who is pictured on one of five billboards in Raleigh, states that he wanted to be part of the campaign because, "By putting a human face on atheism, I hope to contribute to reversing the demonization of atheism that occurs so often...I want non-theists' concerns to be adequately represented in society."

Collette Winkler, one of two teenage sisters who will be pictured on a billboard in Durham, states that when she was in elementary school, a boy harassed her because her mother talked about evolution to her college students. Collette says that he wore religious t-shirts that said things like "Got Jesus?" to school, and "this was okay, but teaching evolution was not." The quote Collette and her sister chose to put on their billboard is, "We put all our faith in science."

Ultimately, Zumbach wants people to know that non-religious people are here in the Triangle area. He states, "Our target audience is made up of freethinkers in the Triangle, and to let them know they are not alone. In addition to Raleigh and Durham, we wanted to reach into some smaller surrounding communities, because we often hear from freethinkers in these smaller towns that they feel particularly isolated."

<http://www.trianglefreethoughtsociety.org/drupal/content/billboard-campaign-out-closet>

### **About the Triangle Freethought Society (TFS)**

TFS was founded and incorporated in North Carolina in the autumn of 2009. It was officially voted in as a chapter of the Freedom from Religion Foundation, Inc. during their annual meeting in November, 2009. TFS is a group of atheists, post-theists, non-theists, agnostics, freethinkers and skeptics in the Raleigh, Durham and Chapel Hill areas of North Carolina.

The purpose of TFS is to protect the separation of church and state as guaranteed by the First Amendment to the constitution of the United States and to educate the public on matters relating to non-theism. TFS is working for the rights of atheists and agnostics to ensure that they enjoy the same rights as religious citizens, and is working to correct the distorted image of atheists and agnostics that has been perpetrated in mainstream culture. TFS defends science education from pseudo-science, and promotes reason and compassion as an alternative to unquestioning faith in supernatural deities.

### **About the Freedom From Religion Foundation, Inc.**

The Freedom From Religion Foundation, Inc. is an educational group working for the separation of state and church. Its purposes, as stated in its bylaws, are to promote the constitutional principle of separation of state and church, and to educate the public on matters relating to non-theism.

Incorporated in 1978 in Wisconsin, the Foundation is a national membership association of freethinkers: atheists, agnostics and skeptics of any pedigree. The Foundation is a non-profit, tax-exempt organization under Internal Revenue Code 501(c)(3). All dues and contributions are deductible for income tax purposes.

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