Gotta Love the Danes!

First Borgen and now this: an ad campaign that rewards women for getting pregnant while on vacation! Yes. That’s right, after discovering that a large percentage of baby making occurs while on vacation, there is now added incentive for doing so. Let’s see in one year what the impact is on the birth rate!

Source: https://www.idonthaveacoolname.com/gotta-love-the-danes/