

# Media Advisory



**ATTN: Assignment Editors and Producers**

**Contact:**

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## **Helping Men be Better Fathers** *Honor Your Dad, and Help Those Without One*

June 1, 2012 - TEAMDAD a new social business venture launches [www.teamdad.com](http://www.teamdad.com) website to inspire and equip men to be great dads. Resources include; the TEAMDAD Self-Assessment, a database of 400+ fatherhood oriented organizations, and the TEAMDAD Great Dads Coin.

Research shows that some 24,000,000 children - 1.1 million in Illinois alone - are growing up today in father-absent homes. Children from fatherless homes are more likely to live in poverty, drop out of school, use/abuse drugs and alcohol, become teen parents commit crimes and become incarcerated.

An estimated 570,000 babies are born annually without a father named on the birth certificate. That is more than one per minute, per year. The number is growing and the role of fathers in families is critical and needs to be discussed.

<b>Who:</b>	<b>Peggy Hirsch</b>	<b>President, TEAMDAD</b>
	<b>David Hirsch</b>	<b>CEO (Chief <i>Encouragement</i> Officer) TEAMDAD</b> <b>Founder, Illinois Fatherhood Initiative</b>
	<b>Tony Schumacher</b>	<b>NHRA US Army Top Fuel Pilot/TEAMDAD Spokesman,</b> <b>IFI Honorary Father-of-the-Year (2006)</b>
	<b>Kevin Kirberg</b>	<b>President, Illinois Fatherhood Initiative</b>
	<b>Desmond Clark</b>	<b>IFI Ricky Byrdsong Awardee, Founder, 88 Wayz Youth</b> <b>Organization and Former 12-year NFL veteran</b>

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## *Honor Your Dad, and Help Those Without One*

**What:** The above are available for interviews on the role of fathers in children’s lives, and the challenges facing fathers across the country.

**Peggy Hirsch** is president of TEAMDAD, a woman-owned social business venture, whose primary purpose is to inspire and equip men to be great dads.

“We believe every child needs a dad they can count on. The research is clear: children thrive when they have an involved father—someone who is present financially, physically, emotionally and spiritually.” said Peggy, “We inspire and equip men to be more involved fathers, stepfathers, grandfathers and father figures.”

TEAMDAD, a social business venture with a triple bottom line. The first is to have a social impact as noted above. The second is to be a successful self-sustaining business. The third is to have a significant amount of the profits go to the TEAMDAD Foundation, which will fund organizations that support responsible fathering.

TEAMDAD recently launched sales of the Great Dads Coin – a gift for children, spouses and others to “...***honor your Dad, and help those without one***,” according to TEAMDAD CEO **David Hirsch**, founder and past president of the Illinois Fatherhood Initiative. Please visit [TEAMDAD.com](http://TEAMDAD.com) to learn how to purchase this great and inspiring gift for Dads.

Tony Schumacher, 7 time Powerade Champion NHRA US Army Top Fuel Pilot, IFI President Kevin Kirberg and former Chicago Bears #88 Desmond Clark are also available for interviews on the importance role active father’s play in the lives of children.

For more information or to schedule an interview, please contact:

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