

# Media Advisory



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## **TEAMDAD Announces Campaign To Honor Military Dads with Great Dads Coins**

**June 27, 2012** – Starting on June 30, 2012 and continuing for the next three months, TEAMDAD will give a **Great Dads Coin** to an active duty military dad for every one ordered through the [www.teamdad.com](http://www.teamdad.com) website.

On June 30, 2012 representatives from TEAMDAD will be at US 66 Raceway in Joliet, Illinois to participate in **Army Day at the Races** and will present a Great Dads Coins to military dads present.

*“We look forward to kicking off the ‘Honor Your Dad and TEAMDAD Will Honor a Military Dad’ campaign at US 66 Raceway”* said **Peggy Hirsch**, president of TEAMDAD. *“As a mother, I know the unique stress that father absence places on a family. Presenting Great Dads Coins to dads serving our country helps TEAMDAD further its mission and is also a way to say thank you to a group of very special dads.”*

Interviews are available with:

**Tony Schumacher**, Top Fuel Pilot of the NHRA US Army Racing Team and 7 time Powerade National Champion who will also be present to help distribute **Great Dads Coins** and discuss the importance of greater father involvement. Schumacher has been involved with TEAMDAD from its inception earlier this year and was formerly recognized as an honorary Father-of-the-Year in 2006 with Illinois Fatherhood Initiative. *“As the father of three young children there is nothing more important to me than being an involved father”* said Schumacher.

**Tom Dreesen**, entertainer, U.S. Navy veteran and USO performer. Dreesen is a 2010 honorary father of the year and has raised millions of dollars for charity including fatherhood organizations. He is outspoken about the role of fathers. *“When men cease being men, then society begins to break down”* said Dreesen.

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**David Hirsch** is the founder of Illinois Fatherhood Initiative, a 15-year old non-profit whose mission is connecting children and fathers. *"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 David. *"Our objective is to inspire and equip men to be more involved fathers, stepfathers, grandfathers and father figures."*

Peggy and David Hirsch of Barrington, Illinois recently launched TEAMDAD, a new social business venture to inspire and equip men to be great dads. Resources include the [www.teamdad.com](http://www.teamdad.com) website, 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 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. When men abdicate their responsibility to their children, the children suffer and society at-large suffers financially and otherwise.

An estimated 1.8 million children of military dads are affected by the unique stresses of military life. Approximately 593,000 active-duty service members and nearly 300,000 U.S. reservists are dads. An estimated 150,000 military fathers are currently deployed, with deployments ranging from 30 days to 15 months according to the National Fatherhood Initiative.

TEAMDAD is a woman-owned social business venture with a double bottom line. The first is to have a social impact as noted above. The second is to be a successful self-sustaining business.

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

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