

# Media Advisory



**ATTN: Assignment Editors and Producers**

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## TEAMDAD Launches An Indiegogo Campaign Entitled: **The Father Factor**

**May 28, 2013 Barrington, IL**

**WHAT** - TEAMDAD launches The Father Factor Indiegogo campaign to raise funds to put proven fatherhood resources into public schools around Illinois and across the nation. “Perks” range in price from \$2 to \$5,000. The three year goal is to provide 500,000 dads of students in public schools, with proven fatherhood resources. Every \$100 raised puts a Great Dad Starter Kit, which provide five dads with copies of:

- the award winning, national best-seller ***Be A Better Dad Today!*** by The Honorable Gregory W. Slayton,
- the ***What My Father Means To Me*** guide including 24 essays and the 7 session ICAN’s framework (Involvement, Consistency, Awareness, and Nurturance),
- the **TEAMDAD Self Assessment Tool worksheet** to provide some immediate feedback on four areas of fathering: Financial, Physical, Emotional and Spiritual, and
- the **TEAMDAD Great Dad’s Coin**, which can be carried daily or displayed at work or home to serve as a 24-7 reminder about being a great dad.

**WHEN** – starting today and through Saturday, June 22, 2013

**WHERE** – at [Indiegogo](http://Indiegogo.com).

**WHY** - Research shows 4 out of 10 or and estimated 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 suicide, commit crimes and become incarcerated.

**TEAMDAD** – is a 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. **Peggy Hirsch** is president of TEAMDAD LLC, 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 and father figures.”*

**For More Information-** go to [www.teamdad.com](http://www.teamdad.com)