

Media Advisory



ATTN: Assignment Editors and Producers

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TEAMDAD Launches Campaign Entitled: "He Has One. Does Your Dad?"

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WHAT - TEAMDAD launches its ***He Has One. Does Your Dad?*** campaign to raise awareness for the availability of its Great Dad Coin, an inexpensive and sincere way to honor dads and help men be more intentional about their fathering.

WHEN – Starting today and through Sunday, June 16, 2013 (Father's Day) TEAMDAD will run the ***He Has One. Does Your Dad?*** campaign,

WHO – During the past year TEAMDAD CEO (Chief Encouragement Officer) **David Hirsch**, has been presenting Great Dad Coins to hundreds of men to honor their role as fathers. Some of the more prominent men to be featured in the ***He Has One. Does Your Dad?*** campaign include; former president **Bill Clinton**, entertainer Raymond **Usher** IV, Miami Heat basketball superstar **Dwayne Wade**, and Army Chief of Staff General **Raymond T. Odierno**. More than 20 men will be featured in the campaign.

WHERE – On a daily basis TEAMDAD will be releasing photos via social media of prominent dads who have all received a Great Dad Coin and who are outspoken about the important role fathers play in the lives of children.

WHY – Research shows 4 out of 10 or an 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, stepfathers, grandfathers and father figures."

For more information go to: www.teamdad.com