

FOR IMMEDIATE RELEASE
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**THE HUMAN RESOURCES ADMINISTRATION AND THE NYC
SPORTS COMMISSION HOST THE 2ND ANNUAL NYC DADS
FATHER'S DAY PICNIC AT CONEY ISLAND'S KEYSpan PARK**

The City of New York Honors the Important Role That Father's Play in the Lives of Their Children by Throwing a Free Beachside Celebration for Dads and Kids

New York - On June 15, 2008, New York City Human Resources Administration (HRA) Commissioner Robert Doar and Sports Commissioner Kenneth J. Podziba will welcome the NYC DADS Father's Day Picnic to KeySpan Park in Coney Island. The picnic is expected to attract more than 1,000 people from across the five boroughs. Fathers and their children can enjoy games, music and a southern-style barbecue. This free event will run from 1:00pm to 4:00pm and is open to the public.

The picnic, made possible through a partnership between HRA and the New York City Sports Commission, is designed to recognize fathers who are working hard to stay connected to their kids and to promote and highlight the positive effects that dads have on the lives of their children.

"Better fathers help make better families, and better families are good for all New York," said Commissioner Doar. "That's why we believe it's important to celebrate the role of fathers in children's lives as often as possible through our NYC DADS events. Not only on Father's Day, but everyday."

"Being a father myself, I understand how important it is to spend quality time with my kids," said Commissioner Podziba. "The NYC DADS Father's Day Picnic is a great chance for fathers and their children to spend a day together, bonding over carnival games and enjoying a wonderful barbeque. I commend HRA for providing opportunities for our city's fathers to stay involved in their children's lives."

The picnic will be an afternoon full of festivities including face painting, mini golf, carnival games, Big Apple Circus entertainers, inflatable rides, and a DJ. Guests will also have the opportunity to participate in a Jets' QB toss, a New York Rangers' slap shot booth and a fast pitch station, in addition to several other attractions. Giveaways and raffle prizes for the children include drinks from Snapple, and gifts from the NY Liberty, ESPN, Nike, the Sports Museum of America, and the NY Jets. Lunch will be provided by restaurateur Danny Meyer's Blue Smoke restaurant.

The NYC DADS Father's Day Picnic is one of many events that HRA organizes as part of its citywide NYC DADS campaign. NYC DADS was launched with the purpose of focusing on the important role that fathers play in their children's lives. The program endorses parenting programs that emphasize the critical roles of both mothers and fathers in child rearing, child development and ultimately the future of the children. As part of this initiative, HRA hosts events throughout the five boroughs to encourage fathers with limited financial resources to spend quality time with their children and participate in community parenting programs.

HRA will also launch the city's new NYC DADS website, www.nyc.gov/nycdads, which will contain information about parenting and family activities, as well as referrals to supportive parenting and social service programs for low-income fathers.

For more information on HRA and its various programs, please visit www.nyc.gov/html/hra/html/home/home.shtml.

The Human Resources Administration (HRA) enhances the quality of life for all New Yorkers by providing temporary help to eligible individuals and families with social service and economic needs in order to assist them in leading independent lives. These goals are accomplished through the administration of a broad range of social welfare programs and services.

[The New York City Sports Commission](#) is the mayoral agency charged with attracting, facilitating and promoting professional, amateur and/or scholastic sports events in New York City. In recent years, the Sports Commission has played a role in creating or developing many new sporting events, including the NFL Kickoff Live from Times Square, NASCAR NEXTEL Cup Series™ Champions Week, the BMC Software NYC Cycling Championship, the AVP Brooklyn Open, the NAUTICA NYC Triathlon, the NYC Half-Marathon, Let Freedom Run, the Wild Onion Urban Adventure Race and the *Men's Health* Urbanathlon.

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