

REAL NYC DADS GIVE GREAT ADVICE ON FATHERHOOD

HRA's New NYC DADS Advertising Campaign Encourages Fathers To Stay Involved in Their Children's Lives.



New York, October 15, 2008 – The Human Resources Administration (HRA) today unveiled *10 Ways to be a Great Dad*, a new NYC DADS advertising campaign depicting 10 ways that fathers can positively participate in their children's lives. The announcement was made at HRA's main office by Commissioner Robert Doar at a reception to celebrate the launch of the campaign.

NYC DADS is an HRA-led citywide public education initiative which focuses on the important role fathers play in their children's lives, and is part of a collection of fatherhood initiatives HRA is implementing.

"It is important for fathers to remember that they are vital to their children's emotional and financial stability," said Commissioner Robert Doar. "Children need the love and support of both parents in order to succeed. The purpose of all of our fatherhood initiatives is to help dads connect positively with their children."

HRA's efforts to support fathers and their relationships with their children include extending job training services to poor noncustodial fathers, reforming aspects of the City's child support enforcement program, advocating in favor of expanding the Earned Income Tax Credit, launching the NYC DADS website, and hosting events throughout the City to encourage fathers with limited financial resources to spend quality time with their children and participate in local parenting programs.

10 Ways to be a Great Dad is a series of photographic images by award winning photographer Stephen Shames featuring 14 real New York City fathers who, in the past year, have participated in NYC DADS events for fathers and their children, or local community-based parenting programs. These fathers volunteered to participate in the photo shoot with their children.

"I try the best I can to be with my kids. I love seeing them learn and grow up so fast. And I'll miss it if I'm not around," said NYC DAD Gustavo Ramirez. Mr. Ramirez is a student at Schomberg Satellite Academy and has a part-time job to support his family. He is depicted sharing a milkshake and spending time with one of his twin sons in the ad campaign.

Respect; Listen; Read; Encourage; Talk it Out; Be a Role Model; Hug and Kiss; Spend Time Together; Eat Together; and Realize that A Father's Job Is Never Done are the principles demonstrated in the photos. The series will appear on bus shelters and in subways throughout the five boroughs until the end of the year.

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10 Ways to be a Great Dad is based on the [National Fatherhood Initiative](#) (NFI)'s list of ten tips to be the best dad possible. NFI has been working to reverse the devastating trend of father absence since 1994 and works in partnership with HRA to share information and best practices.

NFI president, Roland C. Warren, said, "This inspiring new advertising campaign is just one of the many innovative programs that New York City has developed to provide fathers with the supports they need to be the best dads they can be. With so many children in need of good fathers, I hope cities across the country take notice and follow this model that NYC Dads has provided."

For more information about the fathers featured in *10 Ways to be a Great Dad* and photographer Stephen Shames, go to www.nyc.gov/nycdads.

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