****

Media Release

**Happy Fathers Day**

**Dads4Kids Ten Year Celebration**

**Saves the Australian economy $33 million**

The Dads4Kids Fatherhood Foundation celebrates ten years of helping Australian children achieve their maximum potential by equipping and inspiring Dads since it was launched ten Years ago on Father’s Day 2002.

Dads4Kids has been in operation for ten years. What has Dads4Kids achieved in that time?

* TV adverts inspiring fathers and encouraging families reaching 22,750,000 people, multiple times over a ten year period. The latest 2012 Be A Dad campaign the most successful ever.
* 60 second fatherhood radio spots reaching 2 million people multiple times over a 3 year period
* Built [www.fatherhood.org.au](http://www.fatherhood.org.au) and a cluster of associated manhood, marriage and relationship websites – received c. 500,000 hits
* 524 weekly newsletters with a total of 1 million sends
* 70 fatherhood and marriage seminars and teaching opportunities over a ten year period
* Published 50,000 colour booklets on fatherhood, family, marriage, sexual integrity and the importance of gender over a ten year period
* 15 strategic events promoting fatherhood, marriage, manhood, health and family at federal and states parliaments
* Played a key role (along with many others) in reform to the Family Law Act to move towards Shared Parenting and the establishment of a National Men’s Health Policy
* Produced TV programs, video and web based video to support fatherhood and marriage, reaching 100,000 people
* Saved the Australian economy $33 million, over a ten year period, in the costs associated with fatherlessness and family breakdown, (This figure is based on an estimation of one tenth of 1% effectiveness amortised over a ten year period in reducing fatherlessness) based on Dr Bruce Robinson’s 2003 estimate of the cost of fatherlessness in Australia being 13.5 billion dollars per year.

Over the last ten years, it is estimated that Dads4Kids has directly helped tens of thousands of Australian children achieve their best, by inspiring fathers and resourcing families.

Dads4Kids goal is to help millions of children achieve their potential. To do this Dad4Kids needs to grow, raise donors to take Dads4Kids Fatherhood Foundation to the next level. If you know anyone who is interested in volunteering or helping with writing articles, research, admin, websites or fundraising to help turn the tide of fatherlessness in Australia, please contact the Dads4Kids Fatherhood Foundation:

[info@fatherhood.org.au](mailto:info@fatherhood.org.au)

Wouldn’t it be great, if over the next ten years, Dads4Kids could help millions of Aussie boys and girls experience the joy of a loving father and mother and a happy and fulfilling family life?

For more information please contact: Warwick Marsh 0418 225 212 [www.fatherhood.org.au](http://www.fatherhood.org.au)