



## PR - Press Release Template

Please find below an example PR release. For any help, advice or support in speaking to the media please contact our PR expert [fergus.reid@smartscommunicate.com](mailto:fergus.reid@smartscommunicate.com) T: 0141 222 2040; M: 07971 583 535

Insert date

*(Insert organisation)* backs ‘Year of the Dad’ with *(insert activity)*

Families from *(insert organisation)* this week got together to celebrate ‘Year of the Dad’ by *(insert activity)*

Organised by Fathers Network Scotland and supported by The Scottish Government and partner organisations, ‘Year of the Dad’ aims to celebrate the positive difference a dad can make. A huge number of partners, many of whom are businesses, charities or public sector organisations, have been holding their own events across the country to create a ground swell to accelerate positive cultural change.

*‘Insert quote from organisation on why they wanted to get involved and a summary of the key results from the activity’*

Sam Pringle, acting CEO of Father’s Network Scotland commented: “Research overwhelmingly shows that children, families and society as a whole benefit from the positive involvement of fathers – the “dad effect” – and ‘Year of the Dad’ has been created to raise awareness of this contribution a father figure can make.

“We are asking people and organisations to sign up to the campaign to create a united voice for father figures - sharing their knowledge and experiences for the benefit of Scottish society as a whole. Whether it’s negotiating flexible working or finding out about dad friendly groups local to them, we can resource families with relevant information from our network.”

It’s great that organisations from across Scotland are getting involved. “We believe we’re at a tipping point. Over the past 50 years we have seen striking cultural changes from a time when many dads weren’t even at their children’s births, to the present-day reality when 98% are at the birth and many father figures are fully involved in a nurturing and caring role.”

For further information, please contact:

Fergus Reid/Lynne Hughes/Kirsten Blackie

Smarts

T: 0141 222 2040; M: 07971 583 535

[fergus.reid@smartscommunicate.com](mailto:fergus.reid@smartscommunicate.com)

Notes to editors:

We have a wealth of information available at [www.yearofthedad.org](http://www.yearofthedad.org) including a directory of dad-friendly groups and organisations across Scotland, fact sheets and inspiring stories of other dads who have done things differently.

But this is not just for dads, who need society-wide support to fulfil their crucial role. We'd encourage mums, dads, employers and services to all to get involved.

More resources for employers, service providers and families are available at: [www.yearofthedad.org](http://www.yearofthedad.org)

Twitter: [@yearofthedad](https://twitter.com/yearofthedad) hashtag: [#yearofthedad](https://twitter.com/yearofthedad)

Facebook: [www.facebook.com/yearofthedad](https://www.facebook.com/yearofthedad)

YouTube: [www.youtube.com/user/FathersNetScot](https://www.youtube.com/user/FathersNetScot)

Instagram: [@yearofthedad2016](https://www.instagram.com/yearofthedad2016)

Organised by Fathers Network Scotland with support from the Scottish Government

