

HRA NYC DADS Campaign Wins “Pollie” Award

HRA’s NYC DADS advertising campaign, *10 Ways to be a Great Dad*, won a silver “Pollie” award for Mass Transit/Bus Sign Advertisement Supporting a Public Affairs Campaign. The “Pollie” awards honor the year’s best political advertising and are presented by the American Association of Political Consultants. The award was given to HRA on Sunday, March 29th in Washington, DC.

The *10 Ways to be a Great Dad* campaign highlights simple ways fathers can be an important part of their children’s lives. Featuring the award-winning photography of Stephen Shames, the campaign depicts 14 real NYC fathers with their children, paired with words of advice such as ‘Be a role model,’ and ‘Realize a father’s job is never done.’ The ads appeared in subways and on bus shelters throughout the five boroughs from October to December, 2008

NYC DADS is an HRA-led citywide campaign focusing on the important role fathers play in their children’s lives. The campaign aims to assist dads who are working hard to stay connected to their children, and encourage those who need support in taking the first step, through events, parenting programs, and information campaigns such as *10 Ways to Be a Great Dad* and the state-of-the art NYC DADS website: www.nyc.gov/nycdads.