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Media Release

**Father’s Day “Making Memories” TV CSAs - Feature Indigenous Father**

**The Memories You Create with Your Children will Help Shape Your Children’s Destiny**

The team at Dads4Kids is pleased to announce the release of their Dads4Kids 2023 TV CSAs. We congratulate Channel Seven and Channel Nine across Australia, all regional free to air TV, all community channels and SBS TV for playing the CSAs. The ad series called “Making Memories” features an Indigenous father John Kennedy from Sydney interacting with his children along with many other dads having fun with their children.

Dads4Kids “Making Memories” 60 second TV CSA ad: <https://youtu.be/TfOB9XSpW1k?si=iV0Vi2GT074j16yx>

Dads4Kids “Making Memories” 30 second TV CSA ad:    <https://www.youtube.com/watch?v=feLOaTq20c0>

In the lead up to Father’s Day, Dads4Kids congratulates Australian fathers on their increasing level of commitment to their children. Dads are more involved with their kids than ever. Dads4Kids would also like to congratulate the Australian TV, Radio and Print media who are working hard to promote fathers in a positive way.

Dads4Kids operations manager, Nathaniel Marsh said, *“Strong families are built on love. However, love doesn’t just happen—you have to work at love. The hectic pace of your life as a father can leave you short on time and low in energy, leaving little room to work at building the loving relationships that a father needs to build in his family. But making memories is one way to help link hearts together.”*

Marsh continued, *“Memories are powerful. Think back to your own childhood whether good or bad. No doubt you have some very defining memories that most likely bonded you and another family member or helped define who you are today.* ***The memories you create with your children will help shape your children’s destiny. Make them good.”***

Here are some ways to make memories with your children, as featured in this TV CSA campaign.

Why not do them yourself?

1. Start Early – Cuddle and play with your baby.

2. Play imaginary games with your children – Learn from Bluey.

3.Play board, Lego and craft games with your children.

4. Read to your children. (Start young)

5. Walk your kids to school.

6. Help your children with their homework.

7. Do face painting with your children.

8. Cook marshmallows over an open fire one night with your children.

9. Play music with your children. (Everyone can drum out a beat)

10. Be there for their birthdays and major celebrations.

11. Create a Weekly Family Night Dinner with social activities, games, fun & food.

12. Teach them to drive (From 50 – 120 hours driving hours required depending your State)

To interview Nathaniel Marsh on the importance of Making Memories with your children please call:

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[www.dads4kids.org.au](http://www.dads4kids.org.au)

