

National Responsible Fatherhood Clearinghouse Joins NBC's TODAY Show and the Ad Council for Original Public Service Ads Featuring TODAY's Anchors **Matt Lauer Promotes Fatherhood Involvement in New Ad**

NEW YORK, Feb. 11, 2013 /PRNewswire/ -- Beginning today and airing throughout the week, [NBC's TODAY Show](#) will debut a series of television public service ads featuring TODAY's anchors, on behalf of four social issues—fatherhood involvement, hunger prevention, emergency preparedness and shelter pet adoption. The fatherhood ad was created *pro bono* by Campbell Ewald in partnership with the [Ad Council](#), a non-profit and leading producer of PSA campaigns for over 70 years, and the National Responsible Fatherhood Clearinghouse. TODAY's anchors personally selected the social issues they are supporting from among the Ad Council's 50 national campaigns, and participated in brainstorming sessions with the ad agencies to help inform the creative.

(Photo: <http://photos.prnewswire.com/prnh/20130211/PH57885>)

The weeklong series, called "TODAY Takes Action," will feature an intimate look at each social issue, a behind-the-scenes "making of the public service announcement (PSA)" segment showing the collaborative effort of the campaign development process and the premiere of the highly produced PSAs created on behalf of the four award-winning campaigns. "TODAY Takes Action" premieres with a **Matt Lauer PSA on Fatherhood Involvement**

As the father of three children, Matt Lauer reminds dads of the critical role they play in their children's lives. The campaign is sponsored by the [U.S. Department of Health and Human Services' Administration for Children and Families, Office of Family Assistance's National Responsible Fatherhood Clearinghouse \(NRFC\)](#).

"Fathers everywhere will appreciate the story that unfolds in this PSA," says Kenneth Braswell, Director, National Responsible Fatherhood Clearinghouse. "It clearly demonstrates that what your children most value is the time you spend with them."

The new PSAs are being distributed to NBC stations nationwide. NBC is also featuring content about the series on [TODAY Show's website](#) and you can follow the series on Twitter at #TODAYTakesAction.

The National Responsible Fatherhood Clearinghouse (NRFC) is funded by the Administration for Children and Families' Office of Family Assistance's (OFA) efforts to assist States and communities in promoting and supporting responsible fatherhood. With a dual purpose of developing outreach efforts to fatherhood practitioners and dads, the NRFC provides access to print and electronic publications, timely information on fatherhood issues, and targeted resources that support the Fatherhood field. The NRFC [Website](#) also provides essential information for other audiences interested in fatherhood issues.

SOURCE National Responsible Fatherhood Clearinghouse

For further information: Cyn Davis, +1-202-297-6147, cyndavis@icfi.com

Additional assets available online:  [Photos \(1\)](#)

<https://icf.mediaroom.com/2013-02-11-National-Responsible-Fatherhood-Clearinghouse-Joins-NBCs-TODAY-Show-and-the-Ad-Council-for-Original-Public-Service-Ads-Featuring-TODAYs-Anchors>