Characters from Universal Pictures and Illumination Entertainment's Despicable Me 2 Featured in New Fatherhood Involvement Public Service Announcements

WASHINGTON, May 23, 2013 /PRNewswire/ -- The National Responsible Fatherhood Clearinghouse (NRFC) and the Ad Council unveiled a new series of public service announcements (PSAs) that feature footage from Universal Pictures and Illumination Entertainment's *Despicable Me 2*. The PSAs were distributed nationwide earlier this month and reinforce the established NRFC theme, "Take Time to Be a Dad Today."

The PSAs feature *Despicable Me 2* characters Gru, his three girls, and the Minions, and use excerpted footage from the film. With Gru as the featured dad, the ads communicate the unique and irreplaceable role that fathers play in the lives of their children. The television, outdoor, radio, and digital PSAs direct people to the NRFC website, Fatherhood.gov, for more information and resources.

"We are excited to have the *Despicable Me 2* characters relay the importance of father involvement," saysKenneth Braswell, Director, NRFC. "We hope this initiative connects even more people to Fatherhood.gov for useful tips and tools to make parenting easier."

The PSAs (http://fatherhood.gov/content/nrfc-and-despicable-me-2) will run in donated media.

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 (http://www.fatherhood.gov/) also provides essential information for other audiences interested in fatherhood issues.

About *Despicable Me 2*
Universal Pictures and Illumination Entertainment's worldwide blockbuster Despicable Me entertained audiences around the globe in 2010, grossing more than $540 million and becoming the 10th-biggest animated motion picture in U.S. history. In summer 2013, get ready for more Minion madness in *Despicable Me 2*.

Chris Meledandri and his acclaimed filmmaking team create an all-new comedy adventure featuring the return of (former?) super-villain Gru (Steve Carell), his adorable girls, the unpredictably hilarious Minions, and a host of new and outrageously funny characters. www.despicable.me

SOURCE National Responsible Fatherhood Clearinghouse

For further information: Cyn Davis at 202-297-6147 or cyndavis@icfi.com

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https://icf.mediaroom.com/2013-05-23-Characters-from-Universal-Pictures-and-Illumination-Entertainments-Despicable-Me-2-Featured-in-New-Fatherhood-Involvement-Public-Service-Announcements