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FOR IMMEDIATE RELEASE

Dwyane Wade and Grammy Winning Artist Lecrae Join Forces to Champion Fatherhood

Our nation's first multi-media "Fatherhood Challenge" starts this week.

Grammy award winning hip hop artist Lecrae and World Champion basketball player Dwyane Wade join forces for the launch of the National Campaign "This Is Fatherhood". The campaign will begin with the nation's first ever "Fatherhood Challenge", where contestants will submit a song, photo, video or an essay that answers the question, "What does fatherhood mean to me." The call to accept submissions started May 6th on the "thisisfatherhood.com" website. Participants will compete for cash prizes and a trip to Washington D.C.

The "This Is Fatherhood" campaign has joined together a diverse set of cultural influencers and fatherhood experts to support the competition. Our judging panel is comprised of elite professionals who have won Grammy's, Pulitzer Prizes, and British Academy Awards. Our diverse group of partners range from governmental and nonprofit organizations such as the Department of Justice's Center for Faith Based and Neighborhood Initiatives, The National Fatherhood Initiative, the Mentoring Project, the Wade's World Foundation, prominent media organizations and many, many more. The Fatherhood Challenge is one of the first initiatives of its kind that takes a preemptive approach toward the fatherless crisis by creating awareness of the issue among youth and adults alike through utilizing the power of social media and emerging technology. Winners will be announced June 3, 2013 via our campaign website, thisisfatherhood.com. The winning contestants will receive national recognition at a culminating ceremony on Father's Day 2013.

"This Is Fatherhood" is a cohort of cultural influencers and organizations devoted to restoring America's commitment to healthy fatherhood.

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About Dwyane Wade

Dwyane Wade is a two-time NBA Champion (2006, 2012) and nine-time All-Star selection with the Miami HEAT. In 2004, he created the Wade's World Foundation, which provides support to various educational, health and family service programs, in particular those that benefit underserved communities in Miami and his hometown of Chicago.

In March 2011, he became the first NBA player to be awarded sole custody of his children. In September 2012, he became a New York Times Best-Selling author, with the release of his first book, [A FATHER FIRST: How My Life Became Bigger than Basketball](#). A Father First, will be released in paperback on May 14th.

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