



PRESS RELEASE – 27/02/09

NEW WEBSITE LAUNCHED FOR IRISH DADS AND DADS-TO-BE

“In a room filled with leaflets, posters and magazines all aimed at the mum-to-be, dad.ie was first conceived. As a new dad I found that there was a lack of information for the dad and dad-to-be with information predominantly targeted at mums and mums-to-be.....”

David Caren
Founder of Dad.ie

About Dad.ie

Dad.ie provides information on **Pregnancy, Fatherhood, Money & Legal** issues, and **Health & Lifestyle** matters including **Fitness, Sport, Motoring, Travel, Entertainment, Grooming, Gadgets** (featured on the site as dadgets!) and **Product Reviews** (featured as dadgear!) – Exclusively for Dads & Dads-to-be.

Dad.ie is presented online in the style of a modern men’s magazine with articles updated regularly, and with all previous articles available through the site’s archive and search facility. Visitors of the site can subscribe to newsletters, take part in online polls, and participate in the forum where dads & dads-to-be can discuss everything from becoming a new dad to the everyday challenges faced in fatherhood.

The Dad behind Dad.ie

David Caren is the founder of **dad.ie**. Previously a music manager, David now holds down the most rewarding and challenging (yet quieter!) title of the ‘Work-At-Home-Dad’. Adopted by the rebel county through wedlock this Dublin native is dad to two wonderful & welcoming distractions, his daughters, and dad-to-be to a wee bump of mischief causing ‘all day’ morning sickness.

Dad.ie Contributors

We are delighted to have onboard a host of writers whose contribution is based not only on their professional experience but also on their practical experience as dads & dads-to-be. This includes the popular RTE Clinical Psychologist **David Coleman** (“Teenagers in the Wild”) and **John Lowe** - ‘The Money Doctor’, who is widely known for his bestselling books on personal finance. **Padraig Murphy** formally of the RTE programme ‘Health Squad’, and one of the country’s leading figures in the Health and fitness Industry. **Brian Byrne**, Managing Editor of ‘Irish Car+Travel’. Journalist and author of the dad-to-be diary -‘That’s My Baby!’, **Pól Ó Conghaile**. **Dr. John Sharry**, Family and Child Psychotherapist and Co-Developer of the award winning Parents Plus Programme. Our men's health correspondent **Dr. Tony Foley**, GP, and **Dr. John Waterstone**, Medical Director and Co-Founder of Cork Fertility Centre.

For Further Information Please Contact:

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