

@100dad



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Townsend Russell

WWW.100DAD.COM



## PROFILE

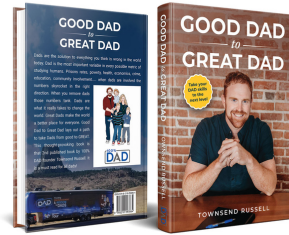
100% Dad is a content platform for dads that provides encouragement and wisdom to dads. Stressing the importance of fathers, the importance of dads being involved and engaged, and the importance of prioritizing family. Content ranges from marriage, personal finance, discipline, communication, relationships, and more.

## THE TOUR

100% Dad Tour began in May of 2020 and ended in Jan of 2023. We traveled continuously in our RV over 80,000 miles, 44 states, over 180 stops, explored nature, met dads all over, experienced new cities, tasted new foods, and have done it all as a family.

## CURRENT

- **GOOD DAD to GREAT DAD** Book
  - **BEST OF 100% DAD** Book
- Speaking Topic Examples
- Establishing a Legacy from Dad
  - Rethinking the role of DAD
  - Manly Dads- Fighting an uphill battle
  - Alpha Dad- Getting Dad right
  - Dads Role in Family Finances



## MEDIA

When we left on tour in May of 2020 we had 200 followers on Instagram. Since then than Instagram following has climbed north of 40,000 followers and growing. Since the shift into the platform from photo to video we have began to incorporate more video content and started to build on TikTok.

In addition to Social media we have our Podcast that is **Interviews with Dads** for our audio loving followers. We have a regular blog for our followers who like written content.

## STORY

Townsend Russell is "America's Dad", Founder and Personality for 100% Dad. Good Dads agree with him. Struggling Dads seek advice from him. Townsend retired at age 33 after starting and selling his 3 businesses. He spent the next 3 years exploring the country with his wife and 3 young boys while sharing encouragement and wisdom with Dads to create stronger and better families. Townsend has authored 2 book, is currently developing an RV Resort in Florida, and holds a Florida Real Estate License. And of course he is still spending as much time as possible with his wife and kids!

