

\*\*\*FOR IMMEDIATE RELEASE\*\*\*

Los Angeles, Ca - August 9<sup>th</sup> - **The First National Daddy & Daughter Tea Date Tweet Up!**

Non-profit, internet safety organization, Digital Shepherds is using the power of social media to spearhead the first national Daddy & Daughter Tea Date Tweet Up. "We're rallying fathers, calling them to the front lines to help prevent broken father/daughter relationships which often contribute to making girls vulnerable to various digital dangers," said Tshaka Armstrong, Founder of Digital Shepherds. Through the power and influence made possible by websites like Twitter and Facebook, other dad/moms groups and "daddy bloggers" are teaming up with Digital Shepherds to encourage other men across America to take their daughters to tea on August 28<sup>th</sup> and even *host* a tweet up in their own hometowns.

When: August 28th, 12PM

Where: The Tudor House in Santa Monica, Ca.  
1403 2nd Street, Santa Monica, Ca. 90401  
(310) 451-4107

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The purpose of the Daddy & Daughter Tea Date Tweet Up is to encourage fathers nationwide to connect with their daughters, boosting their confidence and affirming their value. The idea being that when young girls are loved and affirmed by their fathers, often they don't seek out the attention that comes from risky behaviors like sexting and risqué video chatting. Tshaka Armstrong (@dshepherds) will be hosting a tea date in his own hometown at the Tudor House (<http://www.thetudorhouse.com>) in Santa Monica, Ca. while across the country, other "dad bloggers" and men's groups like @MichiganDads, @ProActiveDads, @DigitalDads in Massachusetts and @MochaDad in Houston, will be among those tweeting about the event and/or hosting events in their own hometowns. Even a few organizations headed by some pretty awesome moms are spreading the word to their tens of thousands of followers on Twitter! Don't miss a great opportunity to cover a story which highlights a very worthwhile use of social media to celebrate that most special of bonds, the father/daughter relationship.

\*\*\*\*\*MORE\*\*\*\*\*

For the better part of two decades, Tshaka Armstrong has been working in film and television with the majority of that time spent working in television news. One of his primary duties while an editor at a network news station was in the investigative unit, often working on stories detailing how the internet and related technologies have been used to exploit America's youth and more often than not, America's daughters. After working on so many of these stories, along with his wife of 14 years, he decided to found Digital Shepherds, a non-profit organization whose focus is educational, live demo lectures on internet, video game and cell phone technologies for parents and internet/cell phone safety classes for children. Through the power of the same tool he's witnessed used to exploit our daughters, Tshaka Armstrong and Digital Shepherds are using Twitter and Facebook to spearhead a national initiative, the very first Daddy & Daughter Tea Date Tweet Up!

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