



SOUTH CAROLINA CENTER  
FOR FATHERS AND FAMILIES

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## FOR IMMEDIATE RELEASE

May 30, 2019

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## South Carolina Center for Fathers and Families Launches 2<sup>nd</sup> Annual “Reel Connection” Father’s Day Campaign with Bassmaster Davy Hite

### National Champion and ESPN2 Host Helps Center Promote Quality Time With Kids Through Fishing

**COLUMBIA, SC** – The South Carolina Center for Fathers and Families (Center) has launched its 2<sup>nd</sup> Annual Reel Connection Campaign, part of the nonprofit’s annual Father’s Day appeal. Anchoring the campaign is Bassmaster Champion and ESPN2 host Davy Hite.

Hite will host a day-long fishing trip for one father and child on one of South Carolina’s beautiful freshwater lakes to help promote the importance of dads spending quality time with their children.

A father will be randomly selected from those who register online before midnight Thursday, June 13<sup>th</sup> at [reelconnection.org](http://reelconnection.org). The winner will be announced via the Center’s social media channels on Father’s Day. Donations supporting the Center’s mission to provide the means for fathers to become great dads can be made on the Reel Connection website, but a donation is not required to register for the drawing.

The idea for The Reel Connection came from Hite’s love of fishing and family. The Saluda County native is the father of two boys and has served on the Center’s Board of Trustees for three years.

“I got involved with the Center to help a dad become a better father in their son or daughter’s life. I just felt like there was not anything better that I could do with my time, when I am away from work and fishing,” said Hite.

“With Davy’s national celebrity and his love for fishing and family, it didn’t take long for the idea of a father/child fishing trip to emerge,” said K. Wayne Thornley, director of communication for the Center. “And not all organizations have a national day to build an annual appeal around.”

The Center supports six fatherhood organizations across the state, providing a curriculum of programs designed to give men the tools and guidance they need to be the best fathers they can be for their children.

Programs are offered at no cost to participants. Since 2002, SCCFF has helped more than 18,000 fathers prepare to meet the material, emotional and spiritual needs of their children.

### About the South Carolina Center for Fathers and Families

The South Carolina Center for Fathers and Families is a ministry of the Sisters of Charity Health System. Its mission is based on the conviction that children thrive when an engaged, responsible father is active in their lives. In South Carolina, many children live in a father-absent home, and the consequences are dire. To address this problem, The Center supports 6 fatherhood organizations providing services to every county of the state while promoting father-friendly policies and practices and helping to erase society's negative stereotypes of non-custodial, low-income dads.

Learn more at [www.scfathersandfamilies.com](http://www.scfathersandfamilies.com)

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