**Dove Campaigns for Dads, Paternity Leave**

In the lead up to Father's Day, the #DearFutureDads campaign from Dove shows real fathers with their children and provides insights on taking paternity leave. Dove's parent company, Unilever, has increased the benefits for new fathers, which ties into the findings from a recent survey that 63% of fathers would consider quitting to spend more time with their new child.

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[***http://www.thedrum.com/news/2018/06/14/dove-champions-paternity-leave-dearfuturedads-campaign***](http://www.thedrum.com/news/2018/06/14/dove-champions-paternity-leave-dearfuturedads-campaign)

***Image credit:***

[***http://slideshow-studio.com/slideshow/files/2013/05/fathers-day3.jpg***](http://slideshow-studio.com/slideshow/files/2013/05/fathers-day3.jpg)