

UK Dads are a nation of 'Old Men'

Submitted by: Playtime PR

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A new poll this week found that the UK's favourite nicknames for dads include 'Old Man', 'Pop' and the 'Old Fella'. The top ten league-table was compiled by the charity initiative, Adopt a Word (<http://www.adoptaword.com>), which asked 1000 Brits to share their affectionate nicknames for their fathers.

Less popular nicknames for dads, but still making the top ten list, include 'My Rock', 'Daddy Bear' and 'Diamond Geezer'. Failing to make the grade with less than 1% of the vote was 'Dozy'.

"What a wonderful and diverse list of affectionate nicknames people in the UK have for their fathers," comments Patricia Adiele from Adopt a Word (<http://www.adoptaword.com>), run by children's communication charity, I CAN (<http://www.ican.org.uk>). "With Father's Day just around the corner, we think this is a fantastic celebration of fathers everywhere!"

For a truly personal gift this Father's Day, at the click of a button, kids of all ages can adopt their dad's favourite word or nickname for just £15. Tell your 'Hero' how much he means to you or how much you love your 'Legend'. And if your father's special name isn't in the dictionary, you can create this and adopt your own word on the website as well.

The best thing about this gift is that all the money raised goes to I CAN (<http://www.ican.org.uk>), the children's communication charity. 1.2 million children in the UK suffer with speech, language and communication needs. I CAN (<http://www.ican.org.uk>) work to ensure these children get the help and support they need so they can live happy and successful lives.

Adopt a Word (<http://www.adoptaword.com>) are also running a competition to win a Ferrari-test drive for your father! All words adopted for Father's Day from 7th June-16th June will be automatically entered into a leader board where anyone can vote for their favourite word. The word with the most votes will win a Ferrari test-drive – an adrenalin-pumping present for any father.

Virginia Beardshaw, I CAN (<http://www.ican.org.uk>) Chief Executive, said, "Being able to tell our parents how much they mean to us is so important at this time of year. However, there are over one million children in the UK who struggle to express what they think and how they feel on a daily basis. Thank you to all those kids, young and old, who Adopt a Word (<http://www.adoptaword.com>) this Father's Day."

As well as receiving an adoption pack in the post (or via email), you can make your gift even more unique by getting your father's nickname printed on mugs, t-shirts, fridge magnets and keyrings – let your dad share their word with the world with pride!

By adopting a word, you will join other high-profile supporters who love words and want to help children communicate. These include Stephen Fry, Henry 'The Fonz' Winkler, Miranda Hart, Sara Cox and many more.*

For more information on Adopt a Word (<http://www.adoptaword.com>) and the competition, go to <http://www.adoptaword.com>

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Notes to editors:

For more information, pictures or interviews please contact Emma Selim (Press and PR Officer) on 0207 843 2543 or eselim@ican.org.uk.

The OnePoll survey was conducted online from 6th June to 7th June 2012 with 1000 UK wide adult respondents. A breakdown of results are available from I CAN on request.

For more information on Adopt a Word, please go to <http://www.adoptaword.com>
The competition ends on Saturday 16th June 12pm BST

For more information on I CAN, please go to <http://www.ican.org.uk>

*For details on more celebrity adoptions and the reasons for their words, please go to <http://www.adoptaword.com/celebrities.php>

About I CAN

- I CAN is the children's communication charity.
- We are here to ensure that no child is left out or left behind because of a difficulty speaking or understanding.
- Nobody wants a child's potential to be wasted. It happens because communication difficulties are not visible, often mistaken for something else, or not noticed at all.
- I CAN's mission is to make sure that everyone in contact with children knows how important communication is, what a communication difficulty looks like and what they can do to help.

We do this through:

- Increasing public awareness of the problems children face.
- Giving expert advice to parents and families about what to look out for and what to do via our enquiry service.
- Providing assessments for children so that their families know what support will meet their needs.
- Giving teachers and people working with children the skills to help children who struggle.
- Campaigning to ensure children and families get a better deal.
- Producing resources, DVDs, posters and other information to help parents and practitioners support children with their communication development.

At the very heart of I CAN are our special schools which give expert care and education to children with problems so severe their needs cannot be met elsewhere.