

Ad Dad in the Spotlight



Gustavo Ramirez became a dad to twin boys when he was 18 years old. He was featured in the ad campaign with the phrase, "Spend time together," and, he regrets, sometimes that's the hardest thing to do as a father.

How's fatherhood been going since the ad campaign started?

It has its ups and downs. Mostly ups.

What have been the ups?

Watching the kids develop and learn.

And the downs?

When he's sick. It's allergy season so he's not so happy right now. I have had to go to the emergency room.

Has your perspective on being a dad changed since the ad campaign?

I always felt great about being a dad. But the ad boosts my confidence about it.



Has it changed the way other people see you?

A lot of people are telling me good things. I ask them how I look and they tell me I look good. A lot of people didn't know that I had kids so they are asking me about them now.

Any new thoughts about your life as a dad?

It's hard when I don't get to see them. When I get home, I'm dead beat tired.

Where do you work?

I work at a bakery in New Jersey.

And you're going to school, right?

Yeah, in the Bronx.

And where do you live?

In Manhattan. And the kids live with their mother way uptown. See what I mean?