

#### Nat Damon:

Welcome back to another episode of Reach. Teach. Talk. I am thrilled because our guests today, Craig Wilkinson is coming from Johannesburg, South Africa. Sun is setting over there while the sun is rising over here in Los Angeles. I just think that the optics are really neat. It's kind of cool that we live in an age where technology is connecting us. And certainly we have seen in the past couple years during the pandemic, the use of, in our format, Zoom and learning and bringing people together around the world. And when we talk about the now normal, as opposed to the new normal, or just the normal, we're talking about a usage of technology and capitalizing on what we've all pivoted in the past couple years to adapt to, which is this platform and this format that again, enables Craig and I to talk today and in a way that is simple and seamless.

## Nat Damon:

And anyway, I'm just grateful for that aspect of the time that we live in today. Craig Wilkinson grew up in Johannesburg and he is again, like I said, he is coming from Johannesburg today and he's a social entrepreneur doing great things with his profit Father A Nation. We're going to talk today on the definition of masculinity and what it is to be a man in today's world and looking forward. There's been a lot of studies that are just coming out right now about boys and young men and how they have weathered through the pandemic and in uniquely different ways than girls have.

#### Nat Damon:

And we're certainly looking at an age where terms like toxic masculinity and others have kind of impacted the way that young men feel about themselves. Craig will share some of his own research and studies about how boys and young men are perceiving themselves as men today and how we can really capitalize on the positive elements of being a man without focusing on the heaviness of that term be a man. So without much further ado Craig welcome. Welcome to Reese's talk. We're thrilled to have you here with us today.

# Craig Wilkinson:

Thanks man. Great to be with you and awesome to be across the globe sharing across the pond.

Nat Damon:

It truly is across the globe.

Craig Wilkinson:

Principles the same. Humanity the same.

#### Nat Damon:

I'm sorry. Say it again.

### Craig Wilkinson:

I just saying the principles across the world are the same. The cultural demonstration of it may differ slightly, but the principles and the fundamentals are the same throughout the world. Humanity is humanity.

#### Nat Damon:

Humanity is humanity. Let's start from there actually. When it comes to the idea of the male element of being human, what is your definition of masculinity? What is it about being a man that is unique?

# Craig Wilkinson:

Well, I mean, that's a massive question and it's a fairly fluid question in some ways, but in other ways it's not fluid. I always like to come from the standpoint, particularly in today's age, the true, authentic masculinity are beautiful, powerful, wonderful gift to the world. We've got to start from that standpoint as is femininity these are gifts to the world. I mean, I... In recent times I've really felt the need to emphasize human first. We so polarized. I look at American politics, I look at what's happening in South Africa across the world. We so polarized into these different categories and groups. And if we could just say, "Well, you know what? Before anything else, before I'm a man before I'm a south African before I'm white, before I'm a Christian or an atheist or whatever I might happen to be, I'm a human being."

### Craig Wilkinson:

And that's my fundamental identity and that's the most important thing that makes me who I am. When you look at masculinity as I said, it's a beautiful gift to humanity. And there's so much demonization of masculinity at the moment. And as you mentioned earlier, the word toxic masculinity, but I've written a little book that called *The Six Pack of Masculine Virtues* playing on the word, the six pack that you can drink, the six pack of your stomach. But more important than that, it's the virtues that you play out and live out as a man and we can run through those briefly if you'd like. But I don't think you can have one definite, this is what masculinities, I think it encompasses a lot.

### Craig Wilkinson:

There's also beautiful archetypes of masculinity. You've probably studied the King, the Warrior, the Lover, the Friend. These are different masculine archetypes that have come through the years. And again, there's such value in all of those and I think today men need to have multiple facets to who they are. There's a time when you need to be the king. You know your domain, you're an expert in your domain, you manage it well. Good kings don't dominate good kings serve. So there's the servant leadership. So king doesn't have the negative connotation of, "I'm ruling with an iron scepter and do, as I say." Well, that's not a king. A king creates an atmosphere in which everyone in the kingdom can flourish and thrive and become their best.

# Craig Wilkinson:

And that's what king is. Warrior too. We need to be warriors at times. Life is brutal Nat isn't it? I mean, life is not a bed of roses. Unemployment sickness, pandemics, these things come and at times when things are tough, you need to have the warrior face, you need to put on their face and fight this thing

through. The friend, there are times when you need to listen and hear and be soft and gentle and give your time and the lover. Lover is not just a sexual thing. Lover is an intimate, gentle, caring, listening, nurturing, serving. So these are the facets of masculinity, which we all need to have. And I think one of the problems we have is we type costed it as this or that, or just as we polarize. I'm rambling a bit it.

### Speaker 3:

No, you're not rambling whatsoever. This is amazing. I would look... I'd love for you to break down the six pack as well in just a moment. But I'm curious about this talk about, why it is that society today seems to be playing off the negative images of masculinity? The negative stereotypes, and instead of cultivating and nurturing more positive definitions.

### Craig Wilkinson:

Well, the relative our history I like to look at... If you look at the history of masculinity, you can really talk about five streams. Historically two are very good. Two can be quite negative and well, three are very good. So, I mean, historically men have laid down their lives for their countries and for their families. I mean, you look at the amount of men killed in World War II. Now I'm not a proponent of war, but I am totally sympathetic to just war. To when a bully comes into your house, you can't just let that bully override you need to fight back. I mean, you look at what's happening in Russian and Ukraine at the moment. If bullies... Look at the second one, look at Nazi Germany. If the allied forces didn't get together and resist that evil, what kind of world would we live in today?

# Craig Wilkinson:

So there has to be... So men have laid down their lives throughout history. If you look at that, you look at 911. 33 1st responders died in 911, 300 of those were men. So, it's very often the men charging into danger lane down their lives, and they're doing this selflessly for other people. So there's that aspect of the history of masculinity. If you look at the second aspect, is men the dirty jobs. You look at... I guarantee the house that you live in, the buildings you enter, the oil that you put into your vehicle, whether you... Whatever your politics around renewable energy that was extracted by men, both by men. The vast majority of brick layers and oil workers and regular men. So men, men do the dirty, hard jobs.

# Craig Wilkinson:

We've got to give accolades for this. There's a heroism and there's a... But then men have abuse palace. So you look at how the casting cut. I mean, we've seen recently the Epsteins and I mean, tragically, the Bill Cosby. We all thought there was this... So men have abused their power as well historically. They have had positioned of power and they have abused. They've also treated a woman as objects we go back to this. So, those two elements are negative, but you look at the history of men and women together. I mean, for the vast... All of our history, men and women have lived together in harmony cooperation, creating families, creating children, raising those families, doing whatever they need to do.

## Craig Wilkinson:

I mean, there's been a tremendous partnership in harmonious. So what's interesting about the social media era is that you often hit the 5% or the 2%, the one... The vocal angry people setting the agenda. Don't you for the rest and I think the vast majority of people love men and love women and love the dance between the genders. I mean, think about it you and I exist today because many years back, a mom and a dad got together and they co-created you and I. I mean, I think the world continues to

function well when men and women continue this creative dance in every aspect, but because there has been abuse and because there's been a shifting of roles. We've moved from very much a manufacturing, physical type economy into an information based economy and service based economy where strength, physical strength is not an issue in anymore its intellectual strength.

# Craig Wilkinson:

And men and women... I mean, the real research is very clear on this. Men and women in terms of intellect are pretty much on average the same. There's no, you can't... I mean, there's slight differences in terms of spatial perception, et cetera, but... So it's moved into that economy. So I think the negativity has come around a backlash from where there has been abuse, but you can't say that abuse has been the vast majority. Now, the vice majority families don't have an abuse of tyrannical father and husband, beating up on his wife and that's not, but because that has been the case there's been a backlash against that in the back. And I think the narrative in many ways, many of the narratives that are out there through social media, I'm quite distorted and quite damaging.

# Craig Wilkinson:

So I think we need to really return to a picture of men are good. Fundamentally, no boy is born an abuser. No boys born a racist, no boys born any of these things. Something happens on the journey from baby to boy, from boy to man. And I think one of the key contributors to that is the breakup of hustles, the breakup of the family, the absence of fathers in the household is a crucial cause of effect of why men have gone so, so wrong and why there's confusion around masculinity. The fathers are not present. Young boys look to all the men to model masculinity to them. A mother cannot model what it means to be a man, to her boy. She can model what it means to be a woman to her daughter, but she can't model because she isn't a man.

## Craig Wilkinson:

A father needs to do that. So young boys look to older men to model masculinity to them. And in the absence of a father, uncle, close intimate mentor or stepfather can also do that. Where do they look? They're confused. They look to rap stars and often the wrong models of what it means to be a man.

### Nat Damon:

Your work with Father A Nation, this segues beautifully into, to your nonprofit. Can you share for the audience here kind of what the mission is behind father nation and how it dovetails, what you were just sharing about the absence of fathers and that impact on healthy masculinity development.

# Craig Wilkinson:

Yeah. Thanks, Nat. I mean, look, we... South Africa is a very wounded society. As you know, our history is one of heartache and breaking up a families and violence. And, and so we have a very, very high incidence of fatherlessness here. I mean, in some communities up to 70% of kids are growing up without a father prison and engage and we see that working out in society. We have probably the world's highest incidence of gender based violence. Violence against women and children and the correlation between the two is just irrefutable. So, I started Father A Nation 10 years back with the belief in the view that we can heal men, we can heal the world. I totally believe that. Men... Broken men are very dangerous. They're dangerous to themselves.

### Craig Wilkinson:

The suicide rate amongst men is four times higher than that a woman. And that's pretty across the globe very slightly because men... When a man decides to do himself in, he does himself in generally. And when a man is broken, wounded, a distorted notion of what it needs to be a man he's a destructive person, both to himself and those around him. So Father A Nation was really we can refather our nation. We can refather men, who've grown up unfathered, restore those men, heal the woundedness in them from a lack of fatherhood, and restore into them a good understanding of what it means to be a man. And that's where the six pack emerges. We can heal families, communities, societies, our nation, and by extension the world and I think this applies across the globe.

### Nat Damon:

Can you share a bit about the impact of isolation on male kind of male mental health. This because I'm thinking about this in a sense of two things, one I'm thinking about just the whole being brought up to be that rugged individual. I can do this alone. I'm a man kind of these traits that positive, that positively are emulated and have been for a long time, this as a definition of masculinity, the rugged individual. And then I'm also thinking about isolation in terms of the past couple years with the pandemic. And when I'm thinking about boys and young men and how they have been growing up and during times of lockdown, during times of forced isolation. And just what have you discerned in terms of the connection between isolation and masculinity and how that pertains to kind of what father nation is looking to heal?

## Craig Wilkinson:

Right. Yeah. It's a very deep and complex question. And I mean, what I will share now is anecdotal, it's not scientifically researched at all. I don't think we've had the timeframe necessary to research this. The full impact of the... Look lockdown has affected men and women deep human beings. There was a beautiful story, a touching story from Canada of this big, rough, bearded, blue collar worker man, who was getting some lunch in a store and he'd forgotten to put his mask on. You may have seen the clip and a little five year old girl came up to him and said to him, "You've got such a beautiful face." And this guy, this big blue guy actually broke down in tears and he realized in his view he doesn't have, he's got a big bearded face, but the point is this little girl hadn't seen a strangers face she'd just seen them on.

# Craig Wilkinson:

And she was just missing any face she saw was beautiful. And I think lockdown has had a huge impact on disconnectedness. And I think it varies at different ages. You know, young kids growing up are not learning facial cues, are they? Micro expressions and stuff. But I think in terms of masculinity, men, particularly boys growing up need the rough and tumble. They need the outdoors. They need the contact. If you look at the way a boy reacts with his dad, very different to where a daughter does. I mean, my son used to come running down the driveway and tackle me when I'd come home and there was fighting and rough and tumbling and I think that the sport and the is crucial for men. It's a way if you look in the wild, it's a way animals rough and tumble to learn how to control their strengths and how what's appropriate what's not appropriate.

# Craig Wilkinson:

And I think a lack of that is very destructive in boys. We'd seen a trend in this too with social media and boys not being outdoors anymore, being indoors and living their lives virtually through games and gaming. And that is a place for that but I think it's destructive if that's all that they do. I think every boy

needs to get out there and do not necessarily only sport, but sport, hiking, nature that kind of stuff. And when you rob a boy of that, I think you do, it does have an impact on the psychological, emotional, and physical development. And I think we're definitely seeing that. I mean, aggression comes out then in other forms you need positive, good, healthy outlets for aggression to be controlled in the right kind of way. And without those it tends to surface in other ways, addictions pornography become a massive thing. I mean, these kinds of addictions that their boys are moving into as opposed to having a healthy athlete for it.

#### Nat DAMon:

I'm looking at the headlines in the papers or on news sites about the metaverse. And we are on the cusp of a whole new kind of foray into technology. And it's interesting, because I'm thinking about how we began this conversation where I was celebrating and praising the pixels that bring us together from 8,000 miles away. Yet at the same time, those pixels can never quite replicate the actual experience of being outdoors. The different areas of the brain fire up when you're wearing a VR glasses and you're looking at nature and you're absolutely convincing yourself that you're in nature as you're walking through in this metaverse environment, but you're not your brain is not. It knows the difference and will never, I mean, who knows, but certainly we have not been able to replicate the actual real life experience through the screen in terms of being able to fool our brains.

#### Nat Damon:

And if you can't fool your brain, then you're not going to be able to fool... You're not fooling yourself. So I was just thinking about that as you were talking Craig about the need for being outdoors, the need for the rough and tumble, and I'm actually quite intrigued by what you just said also about in the rough and tumble it's not so much about the aggression. It is about the aggression and showing your strength, but it's also about restraint. It's learning how to pull back and absolutely I'm thinking about dogs now like two puppies going wrestling each other and how their teeth will bite into the neck of the other, but not too hard. It's almost like they're testing it. And I don't see much of a difference between boys as well.

## Craig Wilkinson:

No, it's exact. It's the same thing. It's crucial. I think about my son, he's now 28 years old, but when Luke turned 11, I said to him, "Luke, what do you want to do for your birthday my boy?" I said, "You can do anything you want long as it's not too expensive. You can do anything." So he writes this list Nat and it was just such a... I mean, it just was beautifully. The list was this. He wanted to invite all these friends around and they wanted to wrestle me, their dad. I thought... I mean for a great weekend so number one. Number two, they wanted to play some rugby. I know you've got a number three they wanted to have an arm wrestling competition I say. Number four, they wanted to have some fireworks, but he said, dad, "I don't want to just like the firecrackers. He said, can we blow something up, please?"

## Craig Wilkinson:

This is his wish list. Then they wanted to have a cookout and then they wanted to play PlayStation the whole night through. And we did it. We did that whole thing and I don't know, there must have been 15 kids. I had a bruised stomach the next day, but you could literally smell the testosterone. It was just this... But it was so beautiful because it was young boys putting themselves against the older boy and learning what to do and what not to do. And they wanted to blow something up. But and if you don't have an older man directing how you can blow things up in a safe fashion, what are they going to do?

### Craig Wilkinson:

They're going to blow things up in an unsafe fashion. If you don't have that controlled aggression, what's going to happen? Guns are going to come out, fighting's going to.. Inappropriate expressions of it. So it's so crucial that we have this and I'm, I am cons... Like anything, technology's a tool that can be used for fantastic good but it can also be used very bad. I often use the analogy of a car, a motor vehicle. A motor vehicle is a beautiful thing. We all use them every single day or virtually, but they can also be dangerous. I mean, tens of thousands of people are killed every year on our roads. So a motor vehicle is a powerful tool for good, but a destructive tool for bad in the wrong hands. And in order to learn how to drive a motor vehicle, you need someone who's driven a motor vehicle to teach you.

# Craig Wilkinson:

You can't do a YouTube clip on how to drive. You need an instructor there and that instructor has to know how to... And masculinity's the same thing you need. It's a destructive force for bad, but it's a beautiful force for good. If driven properly and you need a man who knows how to drive his masculinity to teach young boys how to do it. And you're not going to find that in the metaverse. It's all virtual.

#### Nat Damon:

Great. This that's really, really well said. And I'm thinking about a program that I run in the summer in Los Angeles here called Reach Academy for Young Men that is completely mentorship based. And what you're talking about, Craig sounds to me very much like the true definition of what a mentor is. It's somebody who is providing the structure, providing the in a sense, the safety that comes with that kind of structure about how to learn to drive the car or how to learn to wrestle, or how to learn to play rugby. And it's giving them though the freedom, the boys, the young men to engage in a way that is relational. You mentioned just as an aside actually earlier about the spacial perceptual, kind of innate skills that boys have. They just studies have confirmed that men or males have a stronger sense of spatial perception.

#### Nat Damon:

And that goes with their whole visual. And that goes with the whole kind of looking at the field and all of that. So, but the mentor relationship and boys are relational beings, and that's what we focus on with Reach Academy. It certainly sounds a lot in line with what kind of what you've been doing with Father A Nation as well, because it's capitalizing on what you've whittled down into six different strengths, this six pack of strengths and skills that really every young man should identify and capitalize on. Maybe actually now is a great time for you to at least be able to list those six and then share, we'll have a carry on here about your website and all, but to share kind of what, how we can access them.

# Craig Wilkinson:

Sure. Well, I mean, let me just list them very quickly. I mean, it's a weekend seminar if you go into detail, but the first one is that men have strengths. Physically we have strength verbally we've got strength emotionally. I mean, there are many different kinds of strengths a man has. And what the number one quality of a good man is what does he do with his strength? It's not how much strength he has, what is he does with it? And there are three things you can do. You can fail to use your strength. The old quote, what it takes for evil to prevail is for good men to be silent. And it's so true or he can misuse his strengths. So the one is passive. The one is aggressive.

### Craig Wilkinson:

Someone said it be he wants he said, "the opposite of masculinity is not femininity it's passivity., We're not designed to be passive as men. So you can fail to use your strength. You can misuse your strength, or you can use it for good and strength is a sacred trust. I'm going to use it to love, to serve, honor, protect, provide that's what we do. Number one, quality. What do you do with your strength? Number second quality is you tend your fields. Every man has a field. In that field, is himself, his loved ones, his roles and responsibilities, his material positions, and a good man says, "I'm going to make sure everything in my field is well cared for, nurtured, looked after, tended to." The third one is how you value and judge yourself. True masculinity judge yourself, not by its possessions or image or externalities.

# Craig Wilkinson:

It judges itself by its character. So it's not the size of your bank balance, it's the size of your heart and there, it goes to a lot of the wrong definitions of masculinity. I talk about the four big lies, sex, power, money, and big boys don't cry. That, I mean, working with boys, that's what we grew up with. The more stick woman I can have, the more of a man, I is, the more power, the more money and by the way, big boys don't cry. And that's the destructive messages we receive growing up as boys. And but it doesn't talk about, are you man of your words? Do you ever set of values that you align to? Do you give more than you take? I mean, so you judge yourself by your character and not by your possessions image.

# Craig Wilkinson:

That's the third one, the fourth one is he builds a band of brothers and that's, it's so crucial. I mean, I just coming online with you now I feel a sense of brotherhood. It's wonderful, like-mindedness, you want to go to war together you want to do, and we are in many ways, but men tend to be lonely. The research is very clear. A lot of men are lonely. They have a friend they can drink a beer with and watch a game of sport with, but in terms of really connecting deeply, vulnerably, sharpening each other, holding each other accountable, being that support, the kind of the band of brothers that goes to war together, we don't... We've lost that connection often. So we cannot be our best as men alone.

# Craig Wilkinson:

We need a banner of brothers around us to do that. And so that's the fourth quality you build a banner of brothers. The first quality is you mentor the next generation. Young boys look to older men to teach them how to be a man and most of my mentors, or many of them I've never met. They've been books that I've read and lives that I've followed, but we all need mentors and we all need to mentor. It's crucial. I can tell amazing stories. I'm sure you can too, about the power of that. And when it's not in place, how boys just are destroyed through lack of masculine role modeling and mentoring. And the final quality that is final point in the six pack is he makes the world a better place.

# Craig Wilkinson:

And I love that one. We designed to make the world a better place. And someone said, so truthfully, you can often tell the character, the man by looking at his wife, is she nurtured? Is she flourishing? Is she thriving? Is she the best she can be? Because that's the role of a man. And is your country a better place? Because you're a citizen of it. Is your workplace better? Are your colleagues better? Because are your kids... So are you making the world a better place? Are you a giver or you a taken. As men, we designed to be net givers and you can't out give God in the universe, can you? The more you give and

create and the more that comes back to you, but the point is, are you making the world a better place? So in a nutshell, that's the six pack.

#### Nat Damon:

Wow. That is just awesome. That is so inspiring. It's inspiring because so much of what goes into these six elements is future oriented. And it's looking beyond yourself and looking at your role within the fabric of the community. And I just love that. And that is something that sounds to me that every young man would be very well helped, well assisted by having this reminder that he is one of one patch in the whole quilt of society here and the ripple effect of how you are not even what you do, but who you are, has a massive impact on others. And we need this today. I'm also thinking about range, the word range and how one man's range can just be just so broad. And I'm also thinking about range in terms of one's own male identity.

### Nat Damon:

And maybe we can wrap up this conversation unfortunately, way too quick. I can't believe how fast this half an hour has gone by very, very good sign about the depth of our conversation here, Craig. And I'm thinking about ending on this idea of, what the range is of one sense of masculinity and what the range is of a masculine self. And because I think that part of this idea of toxic masculinity is this lumping all men together is this type of a person. And yet that's not the case. And maybe there's some lesson you can leave us with regarding the definition of masculinity today and how important that idea of range is.

# Craig Wilkinson:

That's a great question, Nat. I mean, I think really one needs to conclude a conversation like this by just giving the message to men that you are enough. I think the biggest wound on a man's heart is I'm not enough. I don't have what it takes. That's a wound that men grow up and a lot of bad masculine behavior comes from that. The need to prove the sense that I'm not enough and you either withdraw or you overcompensate and that's absolutely crucial. However tall you are, whatever ethnicity you are, whatever, whoever you are, whatever you are is enough to be valuable and have a huge impact on the world and you need to be that, but that range is important. And I think men are confused at the moment, boys are growing up confused and the need for the kind of work you do is so crucial because it's teaching... It's helping boys to weather the confusion and stopping on the back foot and be everything they were made to be.

# Craig Wilkinson:

And the range is this on the one hand, the world has tight cost men as these Neanderthal knuckle dragging toxic, abusive, macho. The one has the macho. On the other hand, what the world is feeding man is be more feminine, be a woman. Don't be a man, be a woman, be soft and sensitive, be the nice guy. True masculine is somewhere in between the two. There are times to be the nice guy, but there's times also to be the strong guy. That's why I said those archetypes. So the range is, from king and warrior to lover and friend from being standing up and taking full responsibly. And not being afraid to lead and make decisions and be strong and be real, but also not being afraid to cry, to be vulnerable, to say "I'm really struggling right now.

# Craig Wilkinson:

Nat, I'm battling I mean in a tough place." To be able to do that and better listen to others to, and that's the range. And I think that's the range every man needs to have because you're dangerous. You're dangerous to the danger. You're not dangerous to them. You're dangerous to corruption, to racism, to sexism, to gender. You're dangerous to that, to the evil, but and people are safe in your presence, but you're also able to be vulnerable. It's the warrior poach and I think that's the range we all need to aim it. But wherever we fit in that range. Some guys are more soft carrying, loving, sensitive. That's absolutely beautiful. Some guys tend to be more the Marine types and that's also fantastic, but the Marine needs to have the ability to be sensitive. And the sensitive guy needs to have the ability to step up and be a Marine when it's needed of him. Anyway, I...

#### Nat Damon:

That is so well put, that's such a great way to wrap this up because by saying the Marine must be the sensitive and that the sensitive person must be like the Marine it's again, it's that range of who we are. And we're such complex individuals, whether you're a man or a woman or whatnot, we are as human beings, getting back to your original statement earlier, Craig, at the beginning of this conversation, focusing on the human of us all and how that, is something we all have in common. But the complexity of our individual humanity is just infinite. And this idea of being able to expand in that range gives us both freedom, but also a lot of responsibility that comes with that as well. It's the word you haven't said, which is funny because this word is so overused in today's, at least in America is authenticity. And yet that is what you're talking about. It's to really fully embrace your authentic self and in all the wide range that it is.

Craig Wilkinson:

Very much so. Yeah.

#### Nat Damon:

Yeah. I really... I've learned a lot today, Craig. I'm so, so grateful for the time that you've taken from 8,000 miles away and the separate hemisphere and evening over there, morning over here, but I've had my morning coffee and I've been enjoying it very, very much. I've been waking up to this conversation. Thank you.

# Craig Wilkinson:

Wonderful. Tremendous Nat. Love you chatting to you and keep up the fantastic work you're doing.

#### Nat Damon:

Please. You do as well. And, and thanks again for your time and we're all beneficiaries of your wisdom and everything that you've done to really focus on this incredible need for a spot to spotlight and strengthen and embolden, and also to invert this notion of toxic masculinity and really instead really work from within to celebrate. And I would say honor, what it is to be a man today. So thank you.

Craig Wilkinson:

Absolutely. We need to do that.

Nat Damon:

Cheers.