



Progressive Pete

Looking to celebrate his family's unique journey.

Age: 40

Marital status: Married

Children: Adopting a daughter in 2022

Undergraduate study: Finance

Occupation: CRA Manager

Location: Suburban Ottawa, ON

Income: \$120,000

Bio

Pete is a Project Manager with the CRA. He grew up in Toronto but moved to Ottawa with his husband 7 years ago to get out of the hustle of Toronto life.

Pete and his partner, Maxwell, finally got married in 2019 after more than a decade together. They recently moved into their new home built in Kanata - a spacious 3 bedroom they share with their dog, Noodle.

After many years of talking about it, both Pete and Maxwell are ready to take the leap into parenthood and are working with an adoption agency to bring home a 6-year-old girl next year.

While they might not be a "traditional" family to some, Pete and Maxwell know that they represent the changing landscape of Canadian families. While they aren't activist leaders in the LGBTQ2S+ space, they aren't afraid to challenge stereotypes. They want the same things for their child that every new parent wants and are excited to celebrate each milestone along this journey.

Pete, especially, can't wait to take family photos next Fall, and he is already planning a welcome home party for their little girl. Maxwell, is more practical, though, and isn't quite sure they need to do "all the things" others do when starting a family. But for Pete, missing out on her early years means they need to make up for lost time. He doesn't want to miss any opportunities to show their daughter how special she is and to celebrate his family's modern journey to parenthood.

Goals / Needs

To make up for lost time.

To feel like a part of the "new parent club."

Ideal experience

Events that provide memories that can be tangibly captured.

To feel represented in the new parenting experience.

Technology & Information Sources

Multiple PC and Apple devices.

Uses a PC desktop at work and spends around 3 hours per day actively browsing the internet and checking emails.

Mostly browses on his laptop at home.

Moderate user of Facebook, YouTube, and LinkedIn.

First port of call is to Google things he wants to know.

Pain points

Worried that he'll miss important things as a new parent.

Not always on the same page with his partner about what is important.

Favourite brands

