

CALGARY STAY-AT-HOME DAD

David Bacque likes to have a laugh.

His comical takes¹ on being a stay-at-home dad have earned him thousands of Instagram followers and interest from Lego. He posts silly photoshopped pictures of his toddler, Benjamin, having fun but fake adventures at the Instagram handle², *@life_with_benjamin*.

In their imaginative world, the duo has played next to an igloo with a polar bear, leapt from the fireplace mantelpiece and lived in a gingerbread house.

The Calgary dad now has more than 13,500 followers on Instagram, and companies have gotten on board, too. Lego paid him to do an advertisement post of his boy shrunken down and riding on top of a Lego outback vehicle.

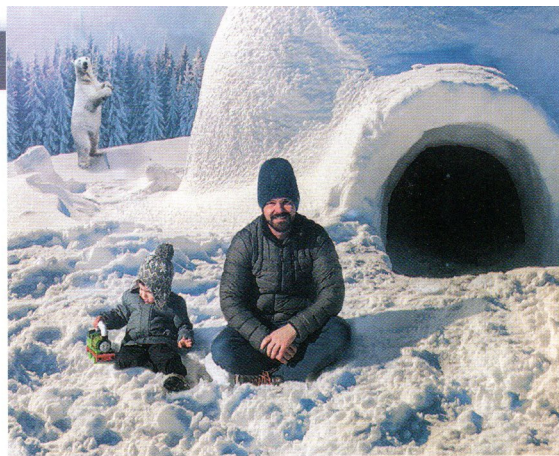
It started as a creative activity, one his son loves, and it's grown to be a bit of an outlet to comment on his personal experience as a stay-at-home dad. [...]

Being a stay-at-home parent can be isolating for all, Bacque said, especially in the winter when outdoor activities with children are more limited.

Through the popularity of his Instagram account, however, he's been invited to join Calgary dad meet-ups and made new friends through that.

"We have so much to discuss through that because they're bloggers, they're on Instagram, they're stay-at-home parents, are freelance-working parents," he said. "Thanks to just the Instagram world, it kind of connects you all the way back to finding people living a similar life to yourself."

Rachel WARD,
cbc.ca, January 2019



© David Bacque/Instagram

- a. Read the article and **describe** David Bacque's occupation.
- b. **Explain** how his activity generates business.
- c. **Comment** on how his activity links his private life to a broader social network.

1. view 2. name

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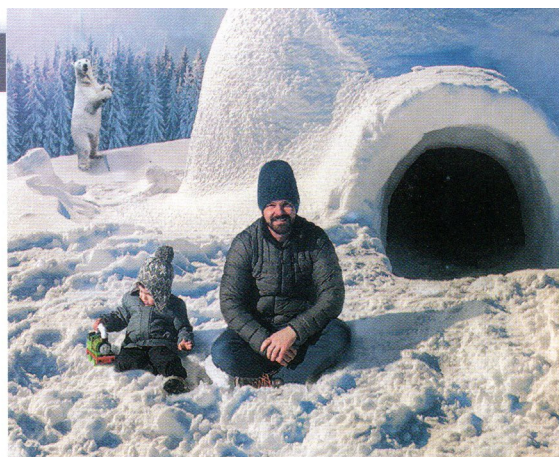
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