



My three sons: They've made it to the NHL — Now What?

Prudential shoots and scores with Mother's Day ad featuring New Jersey Devils stars.

By Rich Rassmann

This Mother's Day, Ellen Weinberg-Hughes is celebrating a hat trick and a "Now What?" moment years in the making.

It's not a traditional hat trick, when a hockey player scores three goals in a game. For Weinberg-Hughes, her hat trick comes courtesy of her three sons — Quinn, Jack and Luke — who all achieved their goal to play in the National Hockey League.

Jack and Luke Hughes both play for the New Jersey Devils, while Quinn plays for the Vancouver Canucks. The story of their hard work and success is captured in a new Now What? digital ad featuring their proud mom and dad, who both have rich hockey backgrounds themselves.

Weinberg-Hughes was a hockey star at the University of New Hampshire and played for the U.S. women's national hockey team. Her husband, Jim, is a former hockey player who works in the sports industry.

"Our parents taught us that hard work and planning will help us reach our goals," Luke Hughes says in the above 60-second ad (there's also a [30-second version](#)). A voiceover continues the hockey metaphor: "Tap into the Rock Solid expertise of Prudential for an assist in reaching your goals."

The ad featuring the Hughes family was produced as part of Prudential's sponsorship with the New Jersey Devils and the National Hockey League. The 30-second version premiered earlier this month and the 60-second version premieres this week on social channels.

"Now What? encourages consumers and employees to use uplifting moments to secure their financial future," says **Dave Hamlett**, vice president, social media and sponsorships, Prudential Marketing. "It's

exciting and inspiring to see the Hughes brothers living their Now What? moment and realizing their dreams.”