



ENOUGH•IS•ENOUGH

Making the Internet Safer for Children and Families

Media Advisory

February 10, 2010

INDUSTRY, GOVERNMENT, LAW ENFORCEMENT AND NON-PROFIT LEADERS UNITE TO HELP PARENTS PROTECT KIDS FROM ONLINE DANGERS

- WHAT:** Enough Is Enough will announce the national launch of *Internet Safety 101SM*, the only comprehensive DVD teaching series, workbook and Web site on the market specifically designed to educate, equip and empowers parents, educators and other caring adults with the knowledge and resources they need to protect kids from dangers across all Internet enabled devices.
- WHY:** Today's kids have free and easy access to pornography. Predators and cyberbullies have easy and anonymous access to vulnerable kids. Children are engaging in risky behavior via computers, cell phones, gaming systems and social networks. Adults are often uninformed, ill-equipped and overwhelmed about how to deal with Internet dangers and to ensure that children under their care have a safe and rewarding online experience.
- WHEN:** **Wednesday, February 17, 2010, 11:00 a.m. to 12 noon**
- WHERE:** **The Heritage Foundation**
Allison Auditorium
214 Massachusetts Avenue, NE, Washington, DC
202.546.4400
- MEDIA RSVP:** Please let us know if you plan to attend by registering at:
<http://is101launch.eventbrite.com>
- PROGRAM**
- PARTICIPANTS:** **Enough Is Enough – Donna Rice Hughes**, President and Executive Producer and Host of *Internet Safety 101SM* film series
AOL – Holly Hawkins, Director, Consumer Policy and Child Safety
Virginia PTA – Dianne Florence, Past President
Mother of Porn Victim – “Rene”
Teen Survivor of Sexual Predator – Alicia Kozakiewicz
Enough Is Enough – Colby May, Board Member
- Film clips featuring a variety of experts appearing in the DVD series will also be played.*
- INTERVIEW OPPORTUNITIES:** Representatives from the following organizations will also be available for media interviews on that day:
AT&T
MySpace

Verizon
The Salvation Army
Net Nanny
S Mobile

Other industry experts, parents, law enforcement, and others featured in the *Internet Safety 101SM* DVD series

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EIE PARTNERS

AND SPONSORS: AOL
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National District Attorneys Association (NDAA)
National Organization of Black Law Enforcement Officers (NOBLE)
National Salvation Army
Net Nanny
S Mobile
Verizon
Virginia PTA
Office of the Virginia Attorney General
Office of Juvenile Justice and Delinquency Prevention (OJJDP), U.S.
Department of Justice

BACKGROUND: Enough Is Enough (EIE), a non-partisan, 501(c)(3) non-profit organization, emerged in 1994 as the national leader on the front lines to make the Internet safer for children and families. Since then, EIE has pioneered and led the effort to confront online pornography, sexual predation and other dangers associated with the evolving web with innovative initiatives and effective communications. EIE's *Internet Safety 101SM* is a comprehensive multi-media program that addresses the critical need for parental education and empowerment. For more information, visit www.internetsafety101.org.

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