



ENOUGH•IS•ENOUGH

Making the Internet Safer for Children and Families

## Media Advisory

January 25, 2010

### LEADING INTERNET SAFETY GROUP LAUNCHES NATIONAL PROGRAM TO HELP PARENTS PROTECT KIDS FROM ONLINE DANGERS

- WHAT:** Enough Is Enough will announce the national launch of *Internet Safety 101<sup>SM</sup>*, a comprehensive DVD teaching series, workbook and Web site that uniquely educates, equips 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.**
- WHERE:** **The Heritage Foundation**  
Allison Auditorium  
214 Massachusetts Avenue, NE, Washington, DC  
202.546.4400
- INTERVIEW OPPORTUNITIES:** **Donna Rice Hughes**, President and Chairman, Enough Is Enough  
**Key officials from EIE national partners: AOL, MySpace, The Salvation Army and Verizon**  
Experts, parents, law enforcement, survivor of a sexual predator and others featured in the *Internet Safety 101<sup>SM</sup>* DVD series
- CONTACTS:** **Michael Schick**, 202-333-8812, [mschick@adfero.com](mailto:mschick@adfero.com)  
**Shellie Edge**, 202-719-9685, [sedge@adfero.com](mailto:sedge@adfero.com)
- 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, child pornography, child stalking and sexual predation with innovative initiatives and effective communications. EIE's cornerstone program *Internet Safety 101<sup>SM</sup>* is a comprehensive multi-media program that addresses the critical need for parental education and empowerment. For more information, visit [www.internetsafety101.org](http://www.internetsafety101.org).

(More)

**EIE PARTNERS**

**AND SPONSORS: AOL**

**AT&T**

**Cardinal Bank**

**Google**

**Microsoft**

**MySpace**

**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**

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