



ENOUGH IS ENOUGH

Making the Internet Safer for Children and Families

Media Advisory

February 3, 2010

DOJ, AOL, AT&T, MICROSOFT, MYSPACE AND VERIZON PARTNER WITH LEADING INTERNET SAFETY GROUP TO PROTECT KIDS FROM ONLINE DANGERS

WHAT: Enough Is Enough will announce the national launch of *Internet Safety 101SM*, 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

PROGRAM PARTICIPANTS:

Enough Is Enough – Donna Rice Hughes, President and Executive Producer and Host of *Internet Safety 101SM* film series

AOL – Holly Hawkins, Director, Director of Policy & Regulatory Team

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

INTERVIEW OPPORTUNITIES: Representatives from the following

organizations will also be available for media interviews on site:

AT&T

Microsoft

MySpace

Verizon

The Salvation Army

Google

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

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

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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