

PRESS RELEASE

March 3, 2008

Contact: Kerri Roberts, Child Abuse Council, (231) 728-6410

Internet Safety Action Committee of Muskegon County Launches Media Campaign to Keep Youth Safe Online

In light of recent news the Internet Safety Action Committee of Muskegon County (ISAC), a collaboration of local law enforcement, educators and nonprofit agencies, is pleased to announce the launch of a media campaign designed to educate adults about keeping the youth they love safe online. The campaign will include radio spots, billboards and the launch of www.beenbullied.com. The website is an exciting resource that parents can use to learn more about internet safety and cyberbullying. The website also features links to services and additional resources.

87% of teens ages 12 to 17 are online. That's about 21 million teens! Of those teens, 1 in 4 has had exposure to sexually explicit photos, approximately 1 in 5 has received a sexual solicitation or approach, and 33% have been victimized by a cyberbully. These statistics are scary to anyone who has a teen or pre-teen that surfs the web, sends text message via cell phone, has a page on a social networking site or plays interactive video games.

Parents, guardians, mentors, grandparents, aunts, uncles or anyone else that cares for youth who uses the internet has a responsibility to keep them safe. The ISAC was aware that education starts with adults and is excited to offer internet safety presentations to groups of adults that would like to learn more. Presentations include information on online predators, online enticement, exposure to inappropriate material, cyberbullying, safe social networking and more.

Internet safety is an issue that touches everyone. If a youth that you love uses the Internet and you would like to learn more about the dangers lurking on the web please visit www.beenbullied.com or contact Kerri Roberts at the Child Abuse Council of Muskegon County at (231) 728-6410 with questions or to schedule a presentation.

#