



**FOR IMMEDIATE RELEASE**  
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**PAUSE PARENT PLAY LAUNCHES ADVERTISING CAMPAIGN TO HELP  
PARENTS DECIDE WHAT THEIR KIDS WATCH, HEAR AND PLAY**

*CAMPAIGN CREATED BY PARENTS FOR PARENTS IN CONJUNCTION WITH  
JUNE RATINGS AND LABELING AWARENESS MONTH*

(WASHINGTON, D.C. – June 8, 2006) – The Pause Parent Play advertising campaign launched today has been created by parents to help parents make informed decisions about what their kids watch, hear and play. The launch of this campaign is timed to highlight Entertainment Ratings & Labeling Awareness Month sponsored by the Coalition of Entertainment Retail Trade Associations (CERTA) which designates June as a month-long push for ratings awareness.

“With summer vacation approaching, June is a great time to step back and think about what media our kids are consuming. Summer blockbusters, newly-released music and video games as well as a new summer TV lineup all present parents with decisions about what their children watch, hear and play. Pauseparentplay.org is a simple, straightforward tool to make it easier for parents to use time and time again,” said Executive Director Cindi Merifield Tripodi. “Before our family watches a new TV show, for example, I like to check the TV rating and read the reviews on the PPP site first,” Tripodi added.

Pause Parent Play is run by parents as a one-stop resource for information about media choices for children. This site puts all the information about media choices in one place and guides parents through tools such as the v-chip and age and content-based ratings and labeling for video games, television, movies and music.

The Advertising campaign launched today will provide a quick way to answer parents’ questions about suitable media for their children and point them to [www.pauseparentplay.org](http://www.pauseparentplay.org) for the information they need. The ads feature the faces of parents and grandparents asking questions about the media choices they face everyday. Each month will feature a different question faced by parents and offer pauseparentplay.org as a useful, everyday resource.

To view the first advertisement in the series, please visit [www.pauseparentplay.org/press](http://www.pauseparentplay.org/press). Additional ads in the series will be released on the first of every month through 2006 and can be found on the pause parent play website.

### ***ABOUT PAUSE PARENT PLAY***

Pause Parent Play is a campaign designed to empower parents to choose what their kids watch, hear and play—from TV and movies to video games and music. This coalition of corporations, entertainment companies and family groups, in consultation with U.S. Senate leaders, are encouraging parents to:

**PAUSE**—take a minute to think about the media that is available and how their kids might react to it;

**PARENT**—decide what is appropriate for their own kids, talk with them, and use the options at their disposal to help them; and

**PLAY**—enjoy the media with their kids.

***PAUSE PARENT PLAY PARTNERS INCLUDE:*** Comcast; YMCA of the USA; Microsoft; Wal-Mart Stores; Girl Scouts of the USA; Interstate Battery System of America, Inc.; NBC Universal; Tyco International Ltd. (U.S.); Cinemark USA; News Corporation; Time Warner; Viacom; The Motion Picture Association of America (MPAA); National Cable & Telecommunications Association (NCTA); Recording Industry Association of America (RIAA); Entertainment Software Association (ESA).

For more information, please visit us at [www.pauseparentplay.org](http://www.pauseparentplay.org)

### ***ABOUT RATINGS AWARENESS MONTH***

The purpose of Entertainment Ratings and Labeling Awareness Month is to increase parents' awareness of the ratings and labeling systems for movies, music, and video games and let parents know that stores, online services, and movie theaters are committed to helping them control their children's access to entertainment that is inappropriate for minors. The entertainment ratings systems and parental advisory labels are guides and advisories for parents to help them decide whether particular entertainment is appropriate for the family.

### ***ABOUT CERTA***

CERTA represents more than 2,000 retailers and exhibitors, who operate more than 40,000 theatres, video and video game stores, music stores, online music and media services, and other retail establishments that offer entertainment products. CERTA is comprised of the Digital Media Association (DiMA), Entertainment Merchants Association (EMA), National Association of Recording Merchandisers (NARM), and the National Association of Theatre Owners (NATO).