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### **Pause Parent Play Applauds TiVo® KidZone**

“We applaud TiVo for creating TiVo® KidZone and providing parents another tool to decide what their children watch on TV,” said Pause Parent Play Executive Director, Cindi Merifield Tripodi. “By offering KidZone, TiVo gives parents a way to navigate the myriad of television options available and determine the most appropriate content for their children.”

“As a mom, I know how hard it is to keep up with the latest entertainment options for my children that is why we created Pause Parent Play – a one stop source which provides the tools and resources parents need to take control of the media their kids access. With the help of Pause Parent Play, parents can control which movies and TV shows their kids watch, songs they listen to and video games they play,” Tripodi added.

“KidZone will be a great additional resource to consumers – especially to the moms using Pause Parent Play,” concluded Tripodi.

#### **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 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.

For more information about Pause Parent Play, please visit [www.PauseParentPlay.org](http://www.PauseParentPlay.org).