



May 21, 2008
For Immediate Release

PAUSE PARENT PLAY LAUNCHES SCHOOL'S OUT CAMPAIGN SUMMER HELP FOR BUSY PARENTS, GRANDPARENTS

Washington – This summer, Pause Parent Play is providing busy parents and grandparents the latest ratings, reviews and other content information so they can easily decide what movies, TV shows, video games and music is best for their families. Pause Parent Play's *School's Out* campaign aims to educate parents and caregivers in time for the rush of summer entertainment and increased free time for children.

Easy-to-use reviews and resources are available at www.pauseparentplay.org, a web site that combines materials from both industry and independent sources. This summer, Pause Parent Play is encouraging parents and caregivers to:

PAUSE: Take a minute to think about how media will affect children,
PARENT: Decide what media is appropriate,
PLAY: Enjoy media as a family.

"Summer can be a great time to enjoy media as a family from movie night to car trip sing-a-longs," said Cynthia Merifield Tripodi, Executive Director. "Pause Parent Play helps parents make quick, informed decisions about what is appropriate for their family by connecting them with essential resources from video game content to movie reviews by kids for kids."

As part of a "summer survival" campaign, Pause Parent Play is:

- Sharing resources with more than 50 education and child care organizations in addition to hosting a briefing for policymakers on Capitol Hill
- Building awareness by offering mom blogs free *School's Out* Summer Survival web "buttons" and online ads for their use
- Creating podcasts that feature short Q&A with Pause Parent Play members, busy moms and dads, and select media/mom "celebrities"

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The campaign officially kicks off Memorial Day weekend and concludes Labor Day weekend with focused outreach activities each month. For more information on Pause Parent Play's *Schools Out* campaign, visit www.pauseparentplay.org.

ABOUT PAUSE PARENT PLAY

Since 2005, Pause Parent Play has empowered parents to choose what their kids watch, hear and play – from TV and movies to video games and music. Supported by members of Congress, corporations, entertainment companies and family groups, Pause Parent Play encourages parents and caregivers to:

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FOR MORE INFORMATION: www.pauseparentplay.org

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