

Press Release - On Safer Internet Day, KINSA Adds Another Tool for Parents to Keep Kids Safe Online

February 11, 2009

February 10, 2009 – Toronto, Ontario, Canada – Today KINSA, the Kids' Internet Safety Alliance added another tool for parents to keep kids safe on-line. KINSA has launched an educational video, available for viewing online, to educate parents on the steps they can take to keep kids safe.

"Today is 'Safer Internet Day' around the world and we felt it was a good time to launch this important tool to help parents. KINSA believes the fight against the exploitation children has to involve everyone – and especially parents and caregivers," said Dr. Gary Ellis, co-producer of the video and a member of the KINSA board of directors. "We identified a gap in the information that was available to parents and sought to fill it by producing a video that educates parents on social networking, instant messaging, on-line gaming and virtual worlds."

"Parents I talk to across the country and around the world are overwhelmed. The technology is moving fast and many are nervous. They simply don't know what their children are doing on-line," said Paul Gillespie, President & CEO of KINSA. "This video gives these parents some assurance by giving them some knowledge."

"The Province of Ontario is proud to be associated with this production. The work KINSA is doing to educate parents, kids and the general public in how to keep kids safe on-line is important and we applaud these efforts," said the Honourable Kathleen Wynne, Ontario's Minister of Education.

[The videos are available here on the KINSA Web site](#) and can be downloaded for free.

Support for the production of the video was provided by the Ministry of Education in the Province of Ontario, by HSBC Bank and other donors.

About KINSA

The Kids' Internet Safety Alliance (KINSA) was established as an aggressive and proactive response to the negative aspects of the Internet that harm young people. While addressing this grave social problem, KINSA also acknowledges and celebrates the positive, creative and inspiring ways children and youth are using the Internet.

For more information, contact Paul Gillespie

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About the Videos:

Background

These videos are designed to help parents and educators better understand what their children and students are doing on the Internet. They take the viewer through some of the most common places that kids access on the Internet, explaining click-by-click how these programs and sites work, and some of the dangers children may encounter while using them.

Social Networking

Online social networking has grown rapidly in the past few years, and there is no doubt that it's an incredibly useful communication tool and a fun way to stay in touch with friends. This video takes a closer look at online social networking, specifically looking at how Facebook works, and the basic safety features that help keep kids safe while they're using it.

Instant Messaging

Instant messaging is one of the fastest and easiest ways to communicate over the computer or cell phone. This video takes a closer look at instant messaging, specifically looking at how MSN Live Messenger works, and the basic safety features that help keep kids safe while they're using it.

Online Gaming

Online games allow kids to take their computer game experience to new heights, as they have access to a multitude of areas and levels, that come with numerous challenges and scenarios to keep players interested, and the fun of playing with (or against) millions of other online players. This video takes a closer look at online gaming, specifically looking at how World of Warcraft works, and the basic safety features that help keep kids safe while they're using it.

Virtual Worlds

Virtual worlds allow people to explore new worlds, meet people and stay in touch with friends. This video takes a closer look at virtual worlds, specifically looking at how Second Life works, and the basic safety features that help keep kids safe while they're using it.