

Office of Attorney General Terry Goddard



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FOR IMMEDIATE RELEASE

*** Media Advisory ***

Terry Goddard to Launch Internet Safety Video Games, Teacher Training

Program will Provide Teacher Training to 50 Schools across State

(Phoenix, Ariz. – April 22, 2009) Arizona Attorney General Terry Goddard has partnered with Web Wise Kids, a national non-profit organization dedicated to promoting child Internet safety, and the Entertainment Software Association (ESA) to introduce an innovative youth Internet safety program to 50 Arizona schools.

On Thursday, Goddard will officially launch the program with a training session for teachers, administrators and law enforcement officers from across the state. The educators will learn to use the program's three creative new video games – *Missing*, *Mirror Image*, and *Air Dogs* – developed to teach students how to use the Internet safely. The educators can take the games back to their own schools and districts as part of an engaging Internet safety curriculum.

Starting at 10 a.m., Goddard, Monique Nelson from Web Wise Kids, and Sally Jefferson from the ESA, will deliver brief remarks to the educators about the urgent need to prepare parents and children to recognize and deal with online predators and other dangerous situations such as modeling scams and illegal downloading.

Following the remarks, members of the media are invited to conduct interviews with Goddard and representatives from Web Wise Kids and the ESA, as well as the educators in attendance.

Recognizing the need for effective Internet safety education, the Entertainment Software Association began working in 2001 with Web Wise Kids, a non-profit organization dedicated to promoting child Internet safety. Their collaboration resulted in three video games that teach students how to maintain a high standard of personal safety and responsibility online.

- WHO:** Arizona Attorney General Terry Goddard, Web Wise Kids and the Entertainment Software Association
- WHAT:** Web Wise Kids training for teachers, law enforcement from 50 Arizona schools. Teachers will learn to use the video games they will take back to their schools and have an opportunity to discuss Internet safety challenges.

WHEN: Thursday, April 23, at 10 a.m.
Remarks by Goddard, ESA representatives starting at 10 a.m.
This will be followed by opportunities for one-on-one interviews with Goddard, ESA representatives and those receiving the training as well as opportunities for B-roll footage of teachers practicing the games.

WHERE: Arizona Attorney General's Capitol Center Building
Basement Computer Lab
15 S. 15th Ave
Phoenix, AZ 85007

For more information, contact Anne Hilby at (602) 542-8019.

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