

Office of Attorney General Terry Goddard



STATE OF ARIZONA
DEPARTMENT OF LAW
1275 W. WASHINGTON STREET
PHOENIX, ARIZONA 85007-2926
WWW.AZAG.GOV

ANNE TITUS HILBY
PRESS SECRETARY
PHONE: (602) 542-8019
CELL PHONE: (602) 725-2200
ANNE.HILBY@AZAG.GOV

FOR IMMEDIATE RELEASE

Terry Goddard Reminds Parents to Check Video, Computer Game Ratings

(Phoenix, Ariz. – Dec. 3, 2008) Arizona Attorney General Terry Goddard today reminded parents to check the Entertainment Software Rating Board (ESRB) rating before purchasing computer or video games as gifts for children. More than 50 percent of computer and video games are sold during the holiday shopping season, so it is important shoppers make sure the games they give to young people are age and content-appropriate.

"Buying computer and video games isn't child's play. Parents need to understand the content of the games their kids will be playing," Goddard said. "The ESRB age ratings and content descriptions provide the tools parents need to decide which games are appropriate for their kids. I urge all game shoppers to check ratings carefully."

The ESRB is a non-profit, self-regulatory body established in 1994 by the Entertainment Software Association. ESRB independently applies and enforces ratings, advertising guidelines, and online privacy principles adopted by the industry. ESRB ratings have two parts: rating symbols suggest age appropriateness for the game, and content descriptors indicate game elements that may trigger a particular rating and may be of concern. For more information, please visit www.esrb.org.

Parents looking for answers to additional questions or concerns can research individual games, movies and more at www.commonsemmedia.org. Common Sense Media is a non-profit organization developed to provide families with tools to make informed choices about their children's media and entertainment viewing.

The Attorney General's Office offers numerous resources to help consumers stretch their dollars as far as possible this holiday season, including red flags for common holiday consumer scams and resources to ensure the gifts you give are safe and age appropriate. New information will be released each week throughout the holiday season and is available at Attorney General's Web site, www.azag.gov.

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

###