

**EDUCATION, GOVERNMENT AND CONSUMER ORGANIZATIONS LAUNCH NATIONAL AWARENESS CAMPAIGN TO KEEP KIDS PROTECTED ONLINE**

***“Help Keep Kids Connected and Protected”***

WASHINGTON, DC - May 8, 2006 - The CyberSmart! Education Co. announced today that it will join forces with several other public and private organizations to support the National Cyber Security Alliance’s (NCSA’s) *“Help Keep Kids Connected and Protected”* campaign, a national awareness initiative launched by the NCSA. The NCSA is a public-private alliance of companies, associations and government agencies dedicated to cyber security awareness and education for home users, small businesses, and the education community.

To show our support for this campaign, The CyberSmart! Education Co. provides questions and answers for guided classroom discussion on the subject of safe and responsible behavior when young people socialize online. The Q&A’s are correlated to CyberSmart! Curriculum lessons where appropriate and are located at [www.cybersmart.org](http://www.cybersmart.org).

The CyberSmart! Education Co. and NCSA in collaboration with various education, government, and cyber security and safety organizations, will actively promote the awareness of this national campaign, including a “how-to” guide (<http://staysafeonline.org/connectedandprotected.html>) for teachers and parents, titled “An Educator, Parent and Guardian’s Guide: *How to Teach Young People Safe Online Practices.*” This guide provides tailored tips and guidelines for educators and parents to use to keep teens safe while socializing online.

“Educators and parents must provide students with the tools and strategies the need to be better decision-makers in our technology-enabled world,” noted Jim Teicher, Executive Director & CEO of The CyberSmart! Education Co. “And this means teaching students to understand and apply the skills necessary for effective, ethical and secure use of the Internet”

“Millions of teens are gravitating to social networking sites to interact and share common experiences with their peers locally and globally, but are not aware of the threats and impacts of their actions when using the Internet,” said Ron Teixeira, executive director of the National Cyber Security Alliance. “This national effort is a call-to-action for teachers and parents to take the time to educate themselves and to talk with their teens about safe online practices.”

**About The CyberSmart! Education Co.**

Dedicated to promoting the new Information and Communication Technolog (ICT) skills associated with teaching, learning and living in a connected world; The CyberSmart! Education Co. provides the highly acclaimed CyberSmart! Curriculum for America’s 54 million

school children free of charge. Be CyberSmart! Online Professional Development is the essential “owner’s manual” guiding K-12 educators down a meaningful pathway to information fluency in a unique, engaging, and highly collaborative learning environment. And coming soon - the free CyberSmart! Toolbar, providing simple desktop access to essential information resources for all K-12 educators. For more information visit [www.cybersmart.org](http://www.cybersmart.org).

### **About the National Cyber Security Alliance**

A not-for-profit 501(c)(3) organization, the National Cyber Security Alliance (NCSA) is a central clearinghouse for cyber security awareness and education for home users, small businesses, and the education community. A public-private partnership, NCSA sponsors include the Department of Homeland Security, Federal Trade Commission, and many private-sector corporations and organizations. For more information, and to review the top 8 cyber security practices, visit [www.staysafeonline.org](http://www.staysafeonline.org).

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