



May 6, 2008

For Immediate Release

HAPPY MOTHER'S DAY!
PAUSE PARENT PLAY
OFFERS YEAR-ROUND GIFT TO BUSY MOMS:
ONE-STOP RESOURCE
MAKES FAMILY ENTERTAINMENT CHOICES EASIER

Washington – As most moms can attest, the best gift they can get is extra time. Pause Parent Play was designed specifically with busy moms in mind. It is an easy-to-use, one-stop web site that puts information about all the latest entertainment a mouse click away.

PauseParentPlay.org features the latest ratings, reviews and other content information for all forms of entertainment – television, movies, music and video games. By combining materials from both industry and independent sources for all forms of media all in one place, parents can easily find the information they need to help them decide what entertainment choices are best for their families.

“Moms are juggling non-stop and keeping up with the latest entertainment can seem overwhelming. But there are a lot of helpful tools out there to help them navigate the many types of media kids want,” said Cynthia Merifield Tripodi, Executive Director. “Pause Parent Play connects parents with the essential resources to make quick, informed decisions about what is appropriate for their family – all in one simple site.”

Pause Parent Play is launching a *School's Out* campaign in the coming weeks to raise awareness among parents, grandparents and the many organizations that serve them about these online resources.

“The end of school is a perfect time to talk to parents about using the many resources available to help them stay informed about entertainment,” Tripodi said. “Kids have more free time and media use is higher. Summer is also a great time for families to spend extra time together enjoying entertainment.”

As part of the “summer survival” campaign, Pause Parent Play is also sharing these resources with more than 50 education and child care organizations in addition to hosting a briefing for policymakers on Capitol Hill.

NOTE TO PRODUCERS: Executive Director Cynthia Merifield Tripodi is available for interviews about this valuable parental resource.

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:

PAUSE: Take a minute to think about how media will affect children,

PARENT: Decide what media is appropriate,

PLAY: Enjoy media as a family.

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FOR MORE INFORMATION: www.pauseparentplay.org

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