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For Immediate Release

PAUSE PARENT PLAY LAUNCHES SUMMER WEB SITE

Washington D.C. – As part of its *School's Out* campaign, Pause Parent Play this week launched its summer web site at www.pauseparentplay.org/summer. Now that summer blockbusters are hitting movie screens and new video games and music are arriving in stores, Pause Parent Play is focusing on educating parents and grandparents about movie, TV, music and video game content.

NOTE FOR WEB EDITORS:

Elements of the new summer site can be incorporated into community pages:

- *Downloadable "Summer Help for Parents" web button*
- *Downloadable online ads – both vertical and horizontal – from the "Parents as Heroes" ad campaign featured in Parenting, Real Simple and People.*
- *Featured monthly resource specific to summer entertainment.*
- *Pod casts featuring short Q&A with Pause Parent Play members, busy moms and dads, and select media/mom "celebrities" (coming late June)*

Easy-to-use reviews and resources from both industry and independent sources are available year round at www.pauseparentplay.org. The *School's Out* campaign began Memorial Day weekend and concludes Labor Day weekend with focused outreach activities each month. For more information on Pause Parent Play's *Schools Out* campaign, visit www.pauseparentplay.org.

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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