

For immediate release

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Raising a Digital Generation: Media Awareness Network Launches New Tutorial for Parents

Ottawa – Media Awareness Network (MNet) today released *e-Parenting Tutorial: Keeping up with your kids' online activities*, an online resource to help parents better understand and become actively involved in their children's online lives.

Made possible through financial contributions from Inukshuk Learning Plan Fund and Bell, this engaging interactive tool helps parents increase their awareness of the ways that children and teens are using the Internet for learning, entertainment and socializing, and the issues they may be encountering along the way. Through the exploration of five key themes – homework, cyberbullying, marketing, online relationships and excessive use – parents can develop the knowledge and skills they need to help their children navigate the Internet safely, wisely and responsibly.

“Parents often feel unprepared when it comes to helping their children manage their online lives,” said Jane Tallim, Co-Executive Director of MNet. “*e-Parenting Tutorial* is designed to instill the confidence they need to help their kids become thoughtful cybercitizens.”

This practical resource takes a light-hearted approach while tackling serious issues, with downloadable tip sheets and links to further resources to help parents out. The key message throughout is that parents need to talk with their kids about their online explorations and work together to develop ground rules that everyone can live with.

e-Parenting Tutorial is available for free on Media Awareness Network's Web site (www.media-awareness.ca). It is also available on Be Web Aware (www.bewebaware.ca), an Internet safety Web site for parents developed by MNet in partnership with Bell.

The *e-Parenting Tutorial* development and promotion partners are the Alberta School Councils' Association, The Alberta Library and the Canadian Home and School Federation.

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Media Awareness Network (MNet) is a Canadian not-for-profit centre for media literacy. Its vision is to ensure children and youth possess the necessary critical thinking skills and tools to understand and actively engage with media. MNet's programs are funded by its public and private sector sponsors, donors and partners, who include: CTV • Canwest • TELUS • Canadian Internet Registration Authority • National Film Board of Canada • Bell. (<http://www.media-awareness.ca/>)

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