

Media Advisory

August 12, 2004

COLLIER COUNTY IMPLEMENTS NETSMARTZ WORKSHOP INTO 2005-2006 SCHOOL YEAR

Internet Safety Program Will Help Protect Children from Online Victimization

WHO: Superintendent Ray Baker, Collier County Schools
Ernie Allen, President and CEO, NCMEC
Sheriff Don Hunter, Collier County Sheriff's Office
Collier County Commissioner Tom Henning
Naples Mayor Bill Barnett
Members of the Internet Safety Consortium of Collier County

WHAT: Collier County, as a whole, is initiating a comprehensive Internet safety program called the NetSmartz Workshop in partnership with the National Center for Missing & Exploited Children® (NCMEC), school representatives, local law-enforcement and government officials.

More than 55,000 public, private, and home school students in Collier County, Florida will learn how to protect themselves and report problems to NCMEC

WHEN: Tuesday, August 16 at 10 a.m.

MEDIA NOTE: *Following the press conference, the Collier County School District will roll out the NetSmartz program at Osceola Elementary School. You are invited into the classroom at 11 a.m.*

WHERE: Dr. Martin Luther King, Jr. Administrative Center
5775 Osceola Trail, 1st Floor
Naples, FL 34109

WHY: Approximately 1 in 5 children online is sexually solicited.

NetSmartz provides age-appropriate materials for grades K-12 that teach rules for online safety to help prevent the online victimization of children through education. NetSmartz materials are available for free to parents, guardians, educators, and law-enforcement at www.NetSmartz.org.

NetSmartz is a program of the National Center for Missing & Exploited Children and Boys & Girls Clubs of America.

CONTACTS:

Joe Landon
Collier County Public Schools
239-377-0180

Camden Smith
Collier County Public Services Division
239-250-8760

Kristin Adams
Collier County Sheriff's Office
239-793-9145

Communications Department
NCMEC
703-837-6111

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