



A Program of



The NetSmartz Workshop
at the
National Center for Missing
& Exploited Children

699 Prince Street
Alexandria, VA 22314-3175

Telephone 703.274.3900
Facsimile 703.549.3055

www.NetSmartz.org

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THE NETSMARTZ WORKSHOP LAUNCHES “UYN” TO HELP CHILDREN REMEMBER ONLINE SAFETY

Disney Star Alyson Stoner Featured in “Use Your NetSmartz” PSA

(Alexandria, VA) – The NetSmartz Workshop, an interactive, educational safety resource that enhances the ability of children to recognize dangers on the Internet, announced the launch of a new initiative designed to provide children with a fun, easy way to remember rules for online safety automatically.

The initiative features the central theme “Use Your NetSmartz,” or “UYN” in chat lingo. UYN provides children – as well as parents, educators, and law enforcement – with a simple, easy-to-remember abbreviation that embraces all the basic elements of Internet safety.

NetSmartz, a program of the National Center for Missing & Exploited Children® (NCMEC) and Boys & Girls Clubs of America (BGCA), has created a full complement of UYN-focused cartoon shorts, games, and Public-Service Announcements (PSA) to educate children. UYN is a highly visible, audible, and memorable way to address both Internet safety and security. NetSmartz content is available for free online at www.NetSmartz.org and at www.NetSmartzKids.org.

“The new NetSmartz chat abbreviation, UYN, now gives children a touchstone with which they can associate all the rules of Internet safety and security,” said Rick Minicucci, president of NetSmartz. “In addition, UYN provides parents, guardians, and teachers with a functional slogan they can use to unify everything they teach children about online safety.”

UYN games and cartoons will be available in a new section on NetSmartzKids.org to help kids become conscious of potential online dangers, as well as provide them with the necessary skills to know what to do if they encounter them. Important messages like tell a trusted adult, don’t give out your personal information, and don’t meet offline are reiterated. Online games include “Don’t Open That File: A Computer Virus Game,” “The Password Rap: An Internet Privacy Game,” and others.

UYN online cartoons include short features such as “The Boy Who Loved IM: A Lesson in Instant Messaging” and “The NetSmartz Chat Abbreviation: A Lesson in Personal Safety” featuring 12-year-old actress Alyson Stoner, star of “Mike’s Super Short Show” on the Disney Channel.

“I’m honored to help spread the word of Internet safety with the NetSmartz team,” said Alyson Stoner. “Hopefully, through catchy music, kids of all ages will pay more attention and understand the dangers that exist when they are online.”

Stoner and a NetSmartz cartoon character, Clicky, will appear in UYN PSAs, including a 30-second PSA that will air on the Cox, Comcast, and Time Warner cable networks.

For more information about UYN, please visit www.NetSmartz.org.

About the NetSmartz Workshop™

The NetSmartz Workshop is an interactive, educational safety resource from the National Center for Missing & Exploited Children® (NCMEC) and Boys & Girls Clubs of America (BGCA) that uses age-appropriate, 3-D activities to teach children and teens how to be safer when using the Internet. NetSmartz uses the latest technology to create high-impact educational activities that are well received by even the most tech-savvy kids of any age group. The NetSmartz Workshop content is available at no charge to the public at www.NetSmartz.org and www.NetSmartzKids.org.

Contact info:

Communications Department
NCMEC/NetSmartz Workshop
703-837-6111
media@ncmec.org