

Press Release

Source: Club Penguin

Club Penguin partners with renowned Internet safety resource

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KELOWNA, BC, Oct. 16 /PRNewswire/ - As part of its continuing efforts to improve online safety for children and educate parents, Club Penguin (www.clubpenguin.com) is partnering with a leading educational safety resource that teaches children and teens how to stay safer on the Internet.

NetSmartz Workshop is a partnership between the National Center for Missing & Exploited Children and Boys & Girls Clubs of America. It combines the newest technologies and the most current information to create high-impact, interactive activities aimed at teaching children to be safe online.

NetSmartz approached the founders of Club Penguin, an innovative website that allows children to play games and chat, after participants in a tween focus group mentioned it was one of the sites they visited.

"Club Penguin is a perfect fit for us because the company shares a similar concern of wanting to keep kids and teens safer online," says NetSmartz

marketing coordinator Jennifer O'Neill. "By working with Club Penguin to allow its users to link directly to NetSmartz we can enhance Club Penguin's existing Internet safety resources and become a powerful force to help keep users safer."

In addition to offering safety information and age-appropriate 3D activities to children from kindergarten to grade 12, NetSmartz is a valuable resource for teens, parents, guardians, educators and law enforcement. By increasing traffic to its website (www.NetSmartz.org) and educating more people, NetSmartz seeks to extend the safety awareness of children to prevent victimization and increase self-confidence when they go online.

"As parents of young children ourselves, we at Club Penguin share the very real concerns people have about Internet safety," says Lane Merrifield of Club Penguin. "That's exactly what motivated us to create a fun, online world we'd be comfortable letting our own kids visit, and we're really pleased to be able to work with NetSmartz to ensure all visitors to Club Penguin have the opportunity to learn more about how to protect themselves."

The partnership appears to be working. O'Neill says in one recent week, nearly 2,500 users linked from Club Penguin to NetSmartz.org. Club Penguin is currently NetSmartz' number one referral site.

The NetSmartz partnership is just the latest high profile example of how Club Penguin is being recognized for its commitment to protecting its young users.

Last spring, the Better Business Bureau chose Club Penguin to receive its coveted Kid's Privacy Seal of Approval, something less than a dozen other companies in the world have the right to display. In order to secure the Kid's Privacy Seal, Club Penguin's privacy policy and practices underwent a rigorous review.

Since Club Penguin launched its virtual world populated by colorful, animated penguins in October 2005, it's been quickly growing in popularity.

Despite that, the company maintains its strong focus on safety. There is a sophisticated filtering system and live moderators who monitor what's going on and deal with reports of misconduct. In addition, 80 per cent of Club Penguin's staff is made up of safety personnel and moderators, many of whom are also parents.

While the site is designed for 8-14 year-olds, it includes a range of games and activities appropriate for children of all ages.

As further evidence of its commitment to protecting its young users, Club Penguin includes no advertising of any kind. Although the site is funded by subscriptions, you don't have to be a paying member to visit or play games.

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