

## **McAfee Online Safety Program Reaches More Than 100,000 Youth, Parents and Teachers** **Wednesday, July 24, 2013 12:00:00 PM (GMT)**

### ***McAfee Surpasses Goal of Teaching 50,000 Kids by the End of 2012/2013 School Year***

McAfee today announced that it has reached more than 100,000 youth, parents and teachers around the globe with its cyber education program. The [McAfee Cares - Online Safety for Kids Program](#) is a free school initiative that utilizes McAfee employees, partners and customers who volunteer to train school-age children and parents on ways to stay safe and secure, as well as maintain good ethics in their online behavior.

According to the 2013 McAfee Digital Deception study, "[Exploring the Online Disconnect between Parents and Kids](#)," about 25 percent of youth spend five to six hours a day online. Eighty-six percent of youth believe that social media sites are safe and are aware that sharing personal details online carry risk, yet they continue to post personal information such as their email addresses and social security numbers.

"We have a responsibility to equip the next generation of computer users with the skills they need to safely experience all the benefits of the Internet," said Michelle Dennedy, chief privacy officer, McAfee. "And just as important is making sure they understand how to be responsible cyber citizens. We teach skills needed to navigate the digital world, including how to safeguard against cybercriminals, hackers and cyber bullies."

On May 16, McAfee hosted its second annual McAfee [Global Community Service Day](#) to continue the effort of helping hundreds of non-profits around the world. As part of this day of service, McAfee volunteers taught cyber education to approximately 25,000 kids, parents and teachers around the world. As one example, California Lieutenant Governor Gavin Newsom, and Michael DeCesare, McAfee president, paired up and shared the stage at Monte Vista High School in Danville, Calif. to educate students about responsible online behavior.

Last school year (2011/2012) through the McAfee Online Safety for Kids program, McAfee employees reached more than 10,000 school-age children in California and more than 25,000 across the world. In 2012, McAfee expanded the program to include parents and extended into Canada, Latin America, Asia Pacific and the UK.

This year, former Australian Prime Minister Julia Gillard unveiled [a new cyber safety module](#) developed by Life Education and McAfee, which has been rolled out to more than 21,000 students since February and approximately 100,000 expected by the end of the Australian school year. McAfee has also expanded the program to include its parent company, Intel, which launched the McAfee cyber education curriculum to its employees worldwide this year.

The [McAfee Online Safety for Kids](#) program is recognized by IDG's [Computerworld Honors Program](#) as a 2013 Laureate. The annual award program honors visionary applications of information technology promoting positive social, economic and educational change. Founded by International Data Group (IDG) in 1988, The Computerworld Honors Program is governed by the not-for-profit Computerworld Information Technology Awards Foundation.

To learn more about the McAfee Online Safety for Kids program, or if you are an educator and would like to schedule a school or youth group visit, contact: [Cybereducation@McAfee.com](mailto:Cybereducation@McAfee.com).

#### **Additional Resources:**

- Research study results: 2013 Digital Deception: "[Exploring the Online Disconnect between Parents and Kids](#)," released in June 2013
- [McAfee Love, Relationships and Technology study](#), released in February 2013
- [Teens, Tweens and Technology study](#), released in May 2013

#### **About McAfee**

McAfee, a wholly owned subsidiary of Intel Corporation (NASDAQ:INTC), empowers businesses, the public

sector, and home users to safely experience the benefits of the Internet. The company delivers proactive and proven security solutions and services for systems, networks, and mobile devices around the world. With its Security Connected strategy, innovative approach to hardware-enhanced security, and unique Global Threat Intelligence network, McAfee is relentlessly focused on keeping its customers safe.

<http://www.mcafee.com>

#### **About Life Education Australia**

Life Education, as the largest non-government provider of health education to children and young people in Australia, has been a valued partner of Australian schools for over 30 years. It has 100 plus mobile learning centres and qualified educators across the country and reaches 620,000 children nationally. A registered charity, independent of both government and religion, Life Education aims to empower children to make safe and healthy decisions. It continues to do so by expanding its national health and wellbeing program in Australia to include cyber safety content with the support of McAfee. Further information available at [www.lifeeducation.org.au](http://www.lifeeducation.org.au)

*Note: McAfee is a trademark or registered trademark of McAfee, Inc. in the United States and other countries. Other names and brands may be claimed as the property of others.*

--30-- JAR/SF

Contact:

McAfee  
Tracy Ross, 408-346-5965  
[tracy\\_ross@mcafee.com](mailto:tracy_ross@mcafee.com)

Copyright Business Wire 2013  
1.2

**Industries:** Children, Consumer, Education, Family, Internet, Men, Other Consumer, Other Education, Other Technology, Parenting, Security, Software, Technology, Teens, Training, Women

**Languages:** English

**Primary Identifiers:** 002WNN-E, INTC-US

**Related Identifiers:** MFE-US, INTC, US458140100

**Source:** McAfee, Inc.

**Subjects:** Product/Service, Survey