

Webwise and UPC Launch E-Safety Activity Booklet to Promote Online Safety for 4-8 year old Internet Users in Ireland

Ireland – February 8, 2011: UPC and Webwise, have today launched a new e-safety activity booklet "Play and Learn: Being Online", aimed at 4-8 year olds using the internet.

This pan-European campaign in conjunction with the NCTE, focusing on promoting safe and responsible use of the internet and provides an introduction on how technology can impact the daily lives of 4-8 year olds while keeping them safe online.

The booklet's 30-page collection of games and activities enables and encourages parents and teachers to discuss important topics such as privacy, security and data protection. Available in nine languages, the booklet's activities also help develop basic language, math, social and cultural skills.

"UPC is a proud partner of Safer Internet Day, "said XXX of UPC. *"To mark the occasion, we have co-developed the **Play and Learn: Being Online** booklet and online resource giving parents and teachers a tool to address the opportunities and challenges that the internet provided for young people. **Play and Learn** is targeted at children aged from 4 to 8 years and introduces concepts of modern technology in their daily vocabulary and activities. The overall experience can be shared with friends, parents and offers each child the autonomy to carry out the reading or exercise alone."*

"Play and Learn: Being Online" has been developed by Webwise with the support of UPC and its parent company, Liberty Global Europe, and is endorsed by the European Commission. The launch of the booklet marks the **8th Safer Internet Day**, a European Commission backed initiative and is celebrated by Liberty Global and its affiliate companies through various initiatives in over 10 European countries.

ENDS

Additional Information:

"It's more than a game, it's your life"

This year's Safer Internet Day theme "*our virtual lives*" based on the slogan "*It's more than a game, it's your life*" will draw attention to online gaming – from simple games to MMOGs (Massively Multiplayer Online Game) – and social networking. These are the two online activities most popular with Europe's youth.

The key messages encapsulate the opportunities and emphasize protection against risks. In Europe and beyond, thousands of activities will be organised by national Safer Internet Day committees to reflect on the way people present themselves on the web.

Portfolio of E-Safety Tools

The new booklet is part of a family of internet safety tools, developed in the past years. Last year Webwise and UPC launched an e-safety website, (www.esafetykit.net), based on a printed 'family toolkit'. The family toolkit consists of a comprehensive parent's guide, an activity-based guidebook designed specifically for children between 6-12 years old, stickers, a family certificate and situation cards.

UPC and Webwise Partnership

Webwise and UPC are working together to help parents have a positive impact on their children's online lives. UPC over the years has worked with Webwise in a joint effort to increase awareness of Safer Internet Day, and also donates hard back copies of each the toolkits to distribute at the parenting events and talks in schools by UPC volunteers organised by Webwise.

Safer Internet Day

Safer Internet Day is a yearly event celebrated in over 60 countries in the month of February and organized by INSAFE. February 8, 2011 is the 8th edition of the event. www.saferinternet.org

About UPC

UPC Broadband (UPC) is the European division of Liberty Global, Inc., the world's leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 13.5 million customers throughout 10 European countries. The company is driven by its vision that this amazing but often complex digital world should be for everyone. UPC's employees throughout Ireland strive to make this happen by bringing simplicity and a real touch to everything they do. (www.upc.ie) www.upc.ie

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