



# Press Release

## **UPC launches new E-Safety Website to celebrate Safer Internet Day**

**Ireland, 09 February, 2010** – To celebrate Safer Internet Day(SID), UPC Ireland launched a new interactive E-Safety website **esafetykit.net**. The website is based on the E-Safety Toolkit which has been translated into eleven languages with over 300,000 copies printed and distributed across eighteen countries.

The main objective behind SID is to promote safer and more responsible use of online technology, especially amongst children and young people.

This is our third consecutive year to be actively engaged in SID and today we're taking the toolkit to the next level by making it fully interactive for all stakeholders and creating a comprehensive tool guide for teachers to include in their school curriculum. The website which focuses on four topics – security, communication, entertainment, cyberbullying – creating an educational outlet while making it fun, engaging and non-threatening through games, downloads, quizzes, golden rules, tips and teacher/parent sections.

**Robert Dunn, CEO of UPC Ireland said:**

“We're delighted to confirm our commitment to a Safer Internet by supporting this interactive toolkit. By making it available online we build on raising awareness to all key audiences and stakeholders.

“The internet delivers so many opportunities, while recognising that some may be vulnerable at an earlier age. UPC is proud to be taking a leading role in doing all we can to make the internet a safe and secure place for everyone.”

