



Boys & Girls Clubs of Canada
Clubs Garçons & Filles du Canada

MEDIA RELEASE

Internet safety campaign by kids for kids launches in Canada PSAs highlight cyberbullying, sharing personal information and stranger danger

Mississauga, ON – April 7, 2010 – A new online [Internet safety Public Service Announcement](#) campaign created by Canadian youth for Canadian youth launched today. Covering a wide range of important issues such as cyberbullying, sharing personal information and stranger danger, the short vignettes were created by members of [Boys and Girls Clubs of Canada](#) as part of the CanTech Digital Arts Contest sponsored by [Microsoft Canada](#).

The CanTech Digital Arts Contest tasked youths from coast-to-coast to create videos based on results from an [Internet safety study](#) conducted by Microsoft Canada and [Youthography](#). Representatives from Microsoft Canada and Boys and Girls Clubs of Canada selected six videos as finalists, divided into two categories to target youth under 12 years of age and those over 13 years of age.

An entry from Dovercourt Boys and Girls Club in Toronto, Ontario won first place in the under 12 category for their video about protecting personal information online. A submission from Boys and Girls Club of Botwood in Newfoundland won first place in the over 13 category for their video on cyberbullying. First-place finishers in both categories received an Xbox 360 console and video games for entertainment at their Boys and Girls Club.

Videos

To view the first place finisher in the under 12 category from Dovercourt and the first place finisher in the over 13 category from Botwood click [here](#) and click on the “BGCC contest” tab.

To view the runner-up videos, please follow the links below:

Under 12 category:

- Greater Vancouver, British Columbia: [Tomato and Blueberry](#)
- St. Albans, Toronto, Ontario: [Tell an Adult](#)

Over 13 category:

- Toronto, Ontario: [Soccer Field vs Cyberspace](#)
- Greater Vancouver, British Columbia: [Cyberbullying](#)

Quotes

“Our Internet safety research has traditionally focused on both parents and children but we decided to focus exclusively on children and dig deeper into their online behaviours,” said Gavin Thompson, Director of Corporate Citizenship, Microsoft Canada. “The survey yielded valuable insights and we felt it was important to disseminate that information in the most authentic manner possible – by having kids speak to kids about how they see Internet safety.”

“We appreciate the leadership Microsoft Canada has shown in educating Canadians about the importance of Internet safety,” said Pam Joliffe, President and CEO, Boys and Girls Club of Canada. “ This partnership

is connecting with Canadian youth in an innovative way on this issue and we're extremely proud of the videos the young people from our Clubs created."

Background information:

Microsoft Canada has been committed to the issue of Internet safety since 2002 funding research and awareness campaigns including a dedicated online resource called [TAKE BACK THE NET](#). As part of its Internet safety mandate, Microsoft Canada has partnered with law enforcement to create the [Child Exploitation Tracking System](#) (CETS) – a software tool developed by Canadian police, international law enforcement officials, and Microsoft to help battle child exploitation online – and has explored key public policy issues related to online safety through a collaboration with the University of Toronto's [Centre for Innovation Law and Policy](#) (CILP). Recently Microsoft Canada launched [GetGameSmart.ca](#) a resource for parents to better manage and balance children's gaming and entertainment experiences.

If you are interested in having a Microsoft Canada employee speak at your school or organization about Internet safety free-of-charge, please visit www.Takebackthenet.ca. Microsoft Canada has over 150 dedicated volunteer employees that make up its Take Back the Net army who are trained to present to both children and adults.

About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is a leading charitable organization providing programs that support the healthy physical, educational and social development of more than 200,000 children, youth and their families each year. In 700 community locations across Canada, clubs offer after-school programs in physical recreation, technology, the arts, personal growth and more. Many clubs also provide meals, emergency shelter, family support programs and other assistance to children and youth at risk. Boys and Girls Clubs have been helping young Canadians to discover, develop and achieve their potential, for over 100 years. To learn more, visit www.bgccan.com.

About Microsoft Canada

Established in 1985, Microsoft Canada Co. is the Canadian subsidiary of Microsoft Corporation (Nasdaq "MSFT") the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Microsoft Canada provides nationwide sales, marketing, consulting and local support services in both French and English. Headquartered in Mississauga, Microsoft Canada has nine regional offices across the country dedicated to empowering people through great software - any time, any place and on any device. For more information on Microsoft Canada, please visit www.microsoft.ca.

- 30 -

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