**“Safety Is No Game. Is Your Family Set?”**

**Microsoft Citizenship Campaign**

**Fact Sheet**

**April 2008**

The digital age is an exciting time to be a kid, but it is also a time for adults to work together to help ensure that children have a safe gaming environment while being challenged and entertained. That’s why Microsoft Corp. has led the effort to create and build safety measures that enable parents and caregivers to choose the right gameplay and viewing settings for their families when playing games on the Xbox 360 console and Windows Vista operating system. To help educate parents about available tools and resources, in 2006 Microsoft launched a national program titled “Safety is no game. Is your family set?” The goal of the program is to empower parents and caregivers with the information and tools they need to guide their children’s interactive entertainment choices.

In the second year, Microsoft has built on its commitment to the “Safety is no game. Is your family set?” campaign by encouraging parents to talk about screen time with their children and promote a healthy balance of activities. The campaign offers parents new technology, tools and resources to help them create and enforce appropriate rules about online access, content and screen time for their families’ digital media use. In particular, the campaign is highlighting a new addition to the Xbox 360 Family Settings called the Family Timer, designed to help parents enforce the screen-time rules they set for their families.

The campaign expanded to Europe this year, where Microsoft has been distributing a booklet called “Play Smart, Play Safe! A Family Guide to Gaming” that provides families with tips and advice on using the Family Settings features.

Also this year, Microsoft, the National Parent Teacher Association (PTA) and 11 other organizations joined forces to help facilitate active discussions between parents and children about screen-time guidelines with a helpful tool called PACT. The PACT is a parent-child contract that helps parents set rules for online access, content and screen time when engaging in activities such as video gaming.

The PACT helps parents and children discuss rules to address the following questions:

* **Parental involvement.** Who will set the guidelines?
* **Access.** With whom can your child interact while online?
* **Content.** What games and videos can your child use, based on their ratings and content?
* **Time.** When and for how long can your child use a video game console, computer or TV?

Additional updates and resources to the “Safety is no game. Is your family set?” campaign includes the following:

* A family guide called “Safety is no game. Is your family set? A Family Guide to Video Games and Entertainment,” geared toward parents and caregivers with tips on how to set the Family Settings feature on the Xbox 360 console and Parental Controls on the Windows Vista operating system
* Downloadable family guides and PACT template, Family Settings tutorials and helpful tips available at http://www.xbox.com/isyourfamilyset and http://www.gamesforwindows.com/isyourfamilyset
* A new partnership with the PTA and ongoing partnerships with Boys & Girls Clubs of America, Best Buy Co. Inc., and other nongovernmental organizations and retailers to help encourage parents to create a PACT
* A kiosk that will tour school events, safety conferences, government events and other community venues across the country to educate families and other interested parties about Family Settings features

Microsoft is committed to helping parents make appropriate digital entertainment choices for their children and has led the effort to create safety measures that give parents and caregivers complete control over their families’ playing and viewing choices.

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**For more information, press only:**

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