



Empowering Parents To Manage Their Kids' Wireless Use

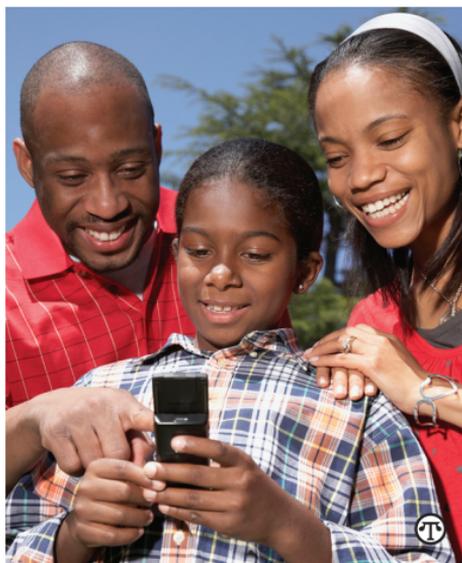
(NAPSA)—Today's tech-savvy generation quickly adapts and enjoys using mobile devices such as cell phones, smartphones and tablets to communicate, learn and play, anytime and anywhere.

To help parents manage their kids' usage and encourage responsible behavior, CTIA—The Wireless Association, which represents the wireless industry, developed GrowingWireless.com, a website developed by parents in the wireless industry for parents who need easy-to-understand information and resources.

Updated regularly, the website offers examples of situations and how parents may want to respond; for example, what parents can do if their child is being bullied, how to protect their privacy and how to manage their kids' monthly usage so they don't go over the allotted monthly limits in the Dollars and Sense section. Visitors to the website will also see information on how to identify and prevent sexting and how to protect kids' personal information in the Privacy and Security section.

GrowingWireless.com also offers a parent's "tool kit" with a list of parental control tools that are offered by wireless carriers and manufacturers. Parental control tools help parents manage and monitor their kids' wireless usage. The website also provides information about federal and state laws that help protect kids when they use mobile products and services.

Setting family rules is one of the most important and effective steps that parents can take to help kids be responsible wireless users. GrowingWireless.com offers a sample template to help families make their own decisions about what is acceptable wireless behav-



There is a resource designed to help parents understand today's wireless services and products so they can help their kids use the products wisely.

ior for their kids, and the consequences if those rules are broken. Once agreed upon, these rules should be posted in a central location, such as the refrigerator, and periodically revisited as kids age and technology evolves. What is appropriate for a 12-year-old may be different than the rules for a 13-year-old.

By empowering parents with accessible information, they will be able to proactively educate themselves and their kids to solve problems before they arise.

By teaching kids about wireless common sense and responsible use today, they will be better prepared to harness wireless increasingly for education and will be better equipped for jobs in other sectors such as utilities, health care, government services and public safety.

Learn more about managing your kids' wireless usage by visiting www.GrowingWireless.com.