

Everybody Wins With www.4Kids.org

Attracts younger readers: Newspapers face increasing competition for young people's time from other forms of mass media and entertainment. www.4Kids.org regularly draws computer-savvy children and their parents and caregivers to the newspaper to check out the latest selection of cool Web sites for kids.

Appeals to high school students, too: www.4Kids.org offers challenging Web sites for older kids that focus on academic subjects such as biology, meteorology, environmental studies, financial management, career exploration, and more.

Promotes reading and intellectual interests: By exposing children to a varied selection of lively, educational Web sites, www.4Kids.org shows kids that reading can be a fun, adventurous activity. The educational focus of the sites that are featured encourages interest in current affairs, history, the arts and other intellectual subjects – all topics that inspire people to become newspaper readers.

Encourages safe surfing: Concern about children's exposure to inappropriate Internet content continues to grow. www.4Kids.org offers adults a reliable way to guide kids toward high-quality sites without discouraging their natural curiosity and exploration.

Promotes education: Parents, teachers and school librarians like www.4Kids.org because it provides a valuable starting point for educational explorations on specific topics. Kids like the site because it's a great place to find information for homework assignments. www.4Kids.org has also been featured as an American Library Association Great Web Site for Kids.

Expands children's understanding of computers and technology: To compete in today's economy, children must be comfortable using computers and other forms of technology. [www.4Kids.org's](http://www.4Kids.org) popular "Ask Amy" column makes this easier by answering kids' questions about technology and the Internet.

Reduces children's exposure to commercialization: At a time when many adults are becoming concerned about the amount of mass marketing aimed at children through television, the Internet and even in their schools, www.4Kids.org introduces children to sites that include little or no advertising and no marketing targeted to adults.

Children's Online Privacy Protection Act: www.4Kids.org supports and follows the Children's Online Privacy Protection Act (COPPA) in valuing children's online privacy. www.4Kids.org makes every effort to feature kids' Web sites that expressly follow COPPA as stated in the sites' privacy policies.