

Protecting Our Children

Children's Web Site Provides Safer Surfing

(NAPSA)—Concerned parents who want to make their children's cyber-surfing safer are turning to a magazine parents have trusted for over 50 years.

The HighlightsKids.com site was built on the same principles as *Highlights* magazine, known for providing fun, educational and safe content.

"The site offers kids exciting content such as interactive versions of our popular Hidden Pictures and Goofus and Gallant features, as well as a story archive, scientific experiments and much more," said Christine French Clark, who edits both the magazine and the Web site.

Providing exciting content while keeping kids safe is a priority, an effort that recently gained the site national recognition.

As the nation's first recipient of Safe Harbor certification by the Children's Advertising Review Unit (CARU), part of the Council of Better Business Bureaus, the company demonstrated its commitment to protecting the privacy of children who enjoy its subscription-based site.

To be approved in the Safe Harbor program, the site must comply with CARU's stringent guidelines for children's advertising. The site also limits the information gathered without parental consent.

"The efforts involved in satisfying the requirements of CARU



A friendly, supportive site for kids also works hard to keep young cyber-surfers safe.

were substantial. However, we feel the status for HighlightsKids.com as a leader in the certification process is testimony to our continuing commitment to offer children a place to learn and have fun in a safe space," said Elmer C. Meider Jr., *Highlights for Children* president. "In addition to the controls placed by CARU, we set our own high standards for safety. They include monitoring all online communications, approving all screen names to ensure users' privacy, and not advertising to children."

The site is a safer place for kids to learn how to use search engines and message boards and how to be good online citizens.

"We also continue our strong tradition as a friendly, supportive place for kids by encouraging them to share their thoughts, ideas and creative work in a safe environment," said Clark.