

Pointers for Parents

Selecting Age-Appropriate Video Games

(NAPSA)—With the advent of the video game rating system in 1994, parents were given a heads-up about what titles were appropriate for their children. But as the next generation of kids starts to play, and with gaming technology making the action even more realistic, it's even more essential that parents look closely at the packages to ensure that the game fits the child.

The Entertainment Software Rating Board was created to empower consumers, especially parents, with the ability to make informed decisions about the computer and video games they choose for their families through the assignment of age and content ratings, and to hold the computer and video game industry accountable for responsible marketing practices.

But just as motion picture ratings now feature descriptions that list the potentially offensive content, video game ratings also feature descriptors that indicate elements in a game that may have triggered a particular rating and/or may be of interest or concern. This sort of verbiage can help parents decide when their young gamer is ready to transition, for example, from EC (early childhood) titles to E (everyone), which may contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language.

This decision can be a little tricky, especially with young boys. That's why Ubisoft created Jake Power, a line of games for the Nintendo DS, which let boys ages 5 to 8 play as a Policeman, Fireman or Handyman.



Parents are increasingly able to find video games suitable for children of all ages.

In “Jake Power Policeman,” players use their own customized police vehicle to rescue innocent people and chase down criminals throughout the city.

In “Jake Power Fireman,” players must save residents by putting out raging fires while navigating rapidly and safely throughout the city in their own customized fire truck.

And in “Jake Power Handyman,” players are challenged to become the country's most famous handyman. Players must help make citizens' lives easier by repairing their buildings and making the city more livable and beautiful.

All three games are rated E for Everyone. To learn more, visit www.ubi.com.