



For Immediate Release
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Safe Internet Alliance Announces its Formation and Launch of its Official Web Site
Goal to promote a safe Internet and better educate and protect all users

WASHINGTON - The Safe Internet Alliance, a nonprofit 501(c)(4) organization, marked its official formation today with the launch of its website, <http://www.safeinternet.org/>. The organization's central mission is to promote a safe Internet and better educate and protect all users – especially children, teens and the elderly – from Internet corruption, crime, and abuse. Safe Internet Alliance will bring together broad public and private support for a safe Internet through online safety organizations, law enforcement, non-profits, industry associations, businesses and the media.

"The launch of our website marks the first initiative of the Safe Internet Alliance," Linda Criddle, president of Safe Internet Alliance, said. "We want to provide our partners and the public with a comprehensive platform to facilitate dialogue, cultivate best practices and encourage awareness about the growing risks online."

Safe Internet's goals are:

- 1.) Elevate Internet safety as a priority and increase public awareness of Internet opportunities and threats;
- 2.) Foster broad private/public sector support for a safe Internet;
- 3.) Promote safe Internet education and training for: users, families, teachers, law enforcement, software developers, companies, and organizations;
- 4.) Empower users with choices and tools to increase their positive experiences online while better protecting themselves from harm; and
- 5.) Advance an Internet ethic of respect and accountability online.

"We are excited about the continuing interest from a wide array of partners, each of who will bring a unique perspective of what a safe Internet means to their community," said Criddle.

Safe Internet's leadership board has strong ties to online safety advocacy. Members include Linda Criddle, president of LOOKBOTHWAYS, Inc., an online safety consulting and software development firm; Joy Howell, a former director of the Office of Public Affairs of the Federal Communications Commission; Alma Riojas, president and CEO of MANA, A National Latina Organization; and Stacie Rumenap, executive director of Stop Child Predators, which combats the sexual exploitation of children.

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Members of the Safe Internet Alliance include:

The Software & Information Industry Association

WiredSafety

IdentityTheft.Info

US Internet Industry Association

League of United Latin American Citizens

National Black Chamber of Commerce

iKeep Safe Coalition

Enough is Enough

AT&T

Tangle.com

Microsoft

4A's (American Association of Advertising Agencies)

National Cable & Telecommunications Association

RetireSafe

US Telecom

Privacy Vaults Online (Privo)

Stop Child Predators

Stop Internet Predators

LOOKBOTHWAYS, Inc.

Verizon

MANA, A National Latina Organization

Consumers First

Ricky Martin Foundation

Based in Arlington, Virginia, the Safe Internet Alliance is a nonprofit, 501(c)(4) corporation. Contributions are not deductible as charitable contributions for federal income tax purposes and are not deductible as business expenses. For more information, please visit us at www.safeinternet.org

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