



**For Immediate Release**  
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### **Girl Scouts initiative keeps teens, parents in the know**

June is National Safety Month. While the focus intended by the National Safety Council is in the workplace, on the road and in emergency preparedness, I see a more common threat for children, because June also means summer vacation and, undoubtedly, more time online.

With escalating popularity and increasing access to the Internet, it is critically important for kids and parents to be fully aware of the dangers in cyberspace. While many girls say they are aware of cyberbullying and online predators, they are typically still very naïve.

- One in five U.S. online teens are approached by a predator or receive unwanted sexual solicitations. Only one in four tell a parent/adult. (Crimes Against Children Research Center)
- 75 percent of children are willing to share personal information online about themselves and their family in exchange for goods or services. (eMarketer)

Girl Scouting, with its deep commitment to everything surrounding girls' health and well-being, wants to keep girls safe online this summer. Toward that end, we have partnered with Microsoft in a new initiative called LMK - which is text-speak for "let me know." The program is designed to help parents keep their families safe online, and to empower girls to be leaders in safe and responsible Internet use.

LMK creates a space for Internet safety experts and teen peer advisers to interact, and provides valuable information for kids and parents on multiple online safety issues. It includes an interactive Web site for girls, and several tools for parents and adults who work with girls. Each month, in Girl Scout style, an all-girl editorial board will explore a different Internet safety topic, and then share what they learn in the e-newsletter distributed to adults the following month.

The LMK Web site teaches Internet safety through fun, interactive forums, video features, articles, quizzes, polls and games. It also offers a Q&A section from Internet Privacy and Security Lawyer Parry Aftab. The adult portion of the campaign helps bridge the digital generation gap with an e-newsletter, parent tips, and guidance for families to have open and honest conversations about the dangers of cyberspace.

Girl Scouts of the Northwestern Great Lakes is committed to helping today's girls become tomorrow's leaders. Thanks to the nationwide support of Microsoft, we can offer this unique resource to help build girls of courage, confidence and character, who make the world a better place.

And the best part? LMK is open to everyone, Girl Scout or otherwise, including any adults concerned about Internet safety. Visit <http://letmeknow.girlscouts.org/home.aspx>, or call GSNWGL at 888-747-6945 for local LMK program opportunities during the coming year. Did you know Girl Scouts were so I-savvy? I-hope so!

Ann Saris is VP of Brand and Marketing for Girl Scouts of the Northwestern Great Lakes, Inc., serving nearly 20,000 girls and 6,000 volunteers in 58 counties across Wisconsin and Michigan's Upper Peninsula.

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