



**CANADIAN CENTRE for
CHILD PROTECTION™**
Helping families. Protecting children.

MEDIA ADVISORY/PHOTO OP

New Zoe & Molly Interactive Game Series Teaches Grade 4 Students about Safety on the Internet

WHAT: The Canadian Centre for Child Protection, supported by Shaw Communications Inc., has developed an interactive, online game to help parents and educators teach children how to be safe on the Internet. The press conference will launch the tool at a Calgary Elementary School and announce the distribution of the comic and teaching tools to more than 11,000 schools nationally. The launch coincides with Calgary's Online Safety Week, February 21-28.

PHOTO OP: Interactive session with Grade 4 students of Jennie Elliott Elementary School learning Internet safety through the online tool.

WHO: **Lianna McDonald**, Executive Director, Canadian Centre for Child Protection
Alex Park, Vice President of Programming and Education Services, Shaw Communications Inc.
Rita Dickson, Principal of Jeannie Elliot Elementary School
Grade 4 students, from Jeannie Elliot Elementary School

WHEN: **Tuesday, February 24, 2009**
Press Conference: 10:45am
Photo Op to follow

WHERE: Jennie Elliott Elementary School
Library Atrium
3031 Lindsay Drive
Calgary, Alberta

Attachments: Directions, Speaker Biographies

For more information or to confirm attendance, please contact:

Canadian Centre for Child Protection
Tish Best, Director of Communications
Canadian Centre for Child Protection
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Shaw Communications Inc.
investor.relations@sjrb.ca



Speaker Biographies

Lianna McDonald
Executive Director,
Canadian Centre
for Child
Protection

Ms. McDonald is the Executive Director of the Canadian Centre for Child Protection, which is a charitable organization that is dedicated to the personal safety of all children. Over the past decade, she has been an advocate for the safety of Canadian children. Specifically, she has worked closely with Manitoba Justice to establish what is now Canada's luring legislation. Furthering her work on the sexual exploitation of children, she managed the development and creation of Cybertip.ca – Canada's tipline for the public reporting of online child sexual exploitation. She is also an advocate of prevention initiatives, spearheading the development of Kids in the Know, an education program on child personal safety and sexual exploitation, and Commit to Kids, a program to help organizations create safe environments for children.

Alex Park
Vice President,
Programming and Education
Services, Shaw
Communications
Inc.

Mr. Park began his career in cable television in the early 70's. As Vice President, Programming and Educational Services at Shaw Mr. Park works closely with educators across Canada in the introduction of high speed fiber networks, Internet and cable modem technology, content development and system management to education facilities. His programming responsibilities include Shaw's Community Channels, support of Shaw Children's Programming Initiative, the Shaw Rocket Fund, Corporate video production and content development for Shaw's Web properties.

Nonni Classen
Director of
Education,
Canadian Centre
for Child
Protection

Noni Classen is the Director of Education for the Canadian Centre for Child Protection. Ms. Classen joined the Canadian Centre for Child Protection in 2002, assuming a leadership role in the research and development of the Kids in the Know personal safety education program. She spearheaded the pilot project of the program and its national roll out. Prior to joining Child Find Manitoba, Ms. Classen worked in education system in Manitoba as a resource teacher specializing in youth at risk.

Jennie Elliott Elementary School - Directions and Parking

Thank you for joining us at the Zoe & Molly launch event on February 24, 2009.

Specific details are as follows:

10:45 a.m.	Press Conference Begins Addresses by Canadian Centre for Child Protection and Shaw Communications Inc. Closing message from Rita Dickson, Principal, Jennie Elliott Elementary School Q&A opportunities 4 th grade students engage with online game – media photo op Interview opportunities
11:30 a.m.	Press Conference Closes

Jennie Elliott School is located in the southwest Calgary community of Lakeview at 3031 Lindsay Drive S.W., Calgary, AB, T3E 6A9.

Directions from Shaw Court:

- Go west on 3 Ave SW toward 6 St SW
- Turn left at 6 St SW
- Turn right at 4 Ave SW
- Continue on 5 Ave SW
- Take the ramp to Crowchild Trail SW

Directions from Crowchild Trail (SW):

- Turn right at 63 Ave SW 0.8 km
- Turn left at 30 St SW. Jennie Elliott Elementary School will be on the left. Parking is available.

