



Department of Justice

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**UNITED STATES ATTORNEY DREW WRIGLEY UNVEILS NEW PUBLIC SERVICE
ANNOUNCEMENTS TO COMBAT ONLINE EXPLOITATION OF CHILDREN**

Campaign Educates Parents, Targets Potential Online Predators

FARGO – United States Attorney Drew Wrigley today unveiled an innovative national public service announcement (PSA) campaign to educate parents about the potential dangers that their children face online and, for the first time, warns potential online predators that exploiting a child online is a serious federal offense.

The four new PSAs were developed jointly by the U.S. Department of Justice’s Office of Juvenile Justice and Delinquency Prevention (OJJDP) and Project Safe Childhood partners INOBTR (“I Know Better”), iKeepSafe and the Hispanic Communications Network.

iKeepSafe developed one of the PSAs, entitled “Know Where They Go,” to highlight the risks children face on the Internet. The PSA, illustrates how, in the digital world, children can travel anywhere, and why it is important that parents monitor what sites their children visit and who they are talking to. Elements of this campaign include television, print, radio and Web advertisements. For more on this PSA, please go to www.KnowWhereTheyGo.org.

INOBTTR created a PSA entitled “Exploiting a Minor Is a Major Offense.” This cutting-edge campaign is designed to warn potential online predators that exploiting a child online is a serious federal offense. Elements of this campaign include television, movie theaters, print, radio and Web banners. For more on this PSA, please go to www.stopanonlinepredator.org.

Launched in May 2006, Project Safe Childhood is a nationwide initiative designed to protect children from online sexual exploitation and abuse. Led by U.S. Attorneys’ Offices, the Child Exploitation and Obscenity Section of the Department’s Criminal Division, and Internet Crimes Against Children task forces, Project Safe Childhood marshals federal, state and local resources to better locate, apprehend and prosecute individuals who exploit children via the Internet, as well as identify and rescue victims. For more information about Project Safe Childhood and the public service announcements, please visit www.projectsafechildhood.gov.

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