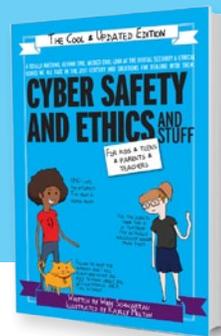
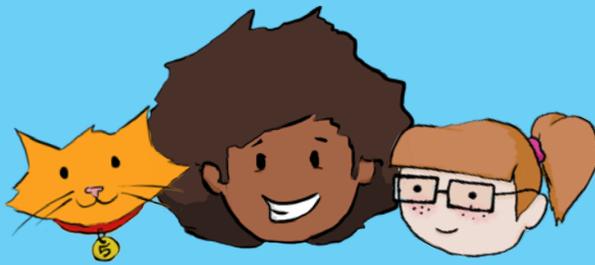


CYBER SAFETY AND ETHICS AND STUFF



FOR IMMEDIATE RELEASE:

Cyber Safety for Kids and Families

How one family is helping protect millions of kids, families and schools from the perils of the internet!

NASHVILLE, TN – 12 November 2012

Take a heavily published global security expert, Winn Schwartau (WinnSchwartau.com). Add his editor-in-chief wife, Sherra, his multi-media production maven daughter, Ashley, the creative juice behind the award winning documentary *Hackers Are People, Too*, and blend in his son Adam, who first demonstrated wireless security vulnerabilities on national television at eleven.

Collectively, you have a family with decades of experience and a relentless passion to help kids, families, schools, and other groups with security, safety, privacy and ethics. Glue it all together with digital artist Kayley Melton, and you have brought one family's security awareness vision to life in Schwartau's latest book and awareness project, ***Cyber Safety and Ethics and Stuff for Kids & Teens & Parents & Teachers***. (CyberSafetyandEthics.com)

In order to meet Winn's goal of "giving away a million or more copies" of ***Cyber Safety and Ethics and Stuff***, he and his family have embarked on an ambitious crowd funding initiative through crowd funding company KickStarter.

In 2002, Schwartau published *Internet and Computer Ethics for Kids (and Parents and Teachers Who Haven't Got a Clue)* (which can be found on Amazon.com) and "with strong corporate support from the security community, we distributed more than 125,000 copies... but that is nowhere near enough."

Now, it is 10 years later and the need is greater than before.

DHS Secretary Janet Napolitano agrees. "Now, more than ever, it is important that all Americans—adults and children alike—learn to protect themselves online and do their part to ensure that cyberspace is a safe and secure environment for all Internet users," she said, announcing the Stop. Think. Connect campaign in July 2011.

Schwartau explains, "For the last few years, I have been asked by all sorts of interested people and companies to do a rewrite and update the original. With crowd funding, we can involve everyone, from every walk of life, from individuals to schools to faith-based groups to youth organizations to small businesses and mega-corporations. This can be the important difference in successfully reaching the 25 million kids in K-12 today."

For as little as \$3, anyone can become a backer of ***Cyber Safety and Ethics and Stuff*** on Kickstarter. "We are also developing coloring books, on-line courses, videos and other aids aimed at younger kids," adds Ashley Schwartau, who leads the production team behind this much needed and highly anticipated project. "We have so much we want to do... and how much we can accomplish in 2013 depends entirely upon the level of support we receive from the community."

Ideally, the Schwartaus want to give away a million hard copies, ten million e-books plus unlimited free training and videos. “I know that’s lofty,” Winn agrees. “But if you never try, you never succeed.”

“Our initial minimum goal of \$60,000,” Sherra Schwartau says, “will allow us to fulfill our backer’s rewards, plus get copies to every member of Congress, every State education director, leaders in Washington, key media and online groups that support kid and family cyber safety.”

Her optimism is contagious. “If we raise \$500,000, we plan to give away 90,000 books and make the on-line e-courses (CBTs) and videos easily accessibly by kids, as well.”

The project has already developed significant interest by corporations and security vendors who want to privately brand **Cyber Safety and Ethics and Stuff** for their own good will and promotional purposes.

To find out more about Cyber Safety and Ethics and Stuff and the accompanying Kickstarter project <http://www.kickstarter.com/projects/winnschwartau/cyber-safety-and-ethics-and-stuff>, or for TV, web, or print interviews with Winn, Sherra, Ashley, or Kayley, contact Media@CyberSafetyandEthics.com or call +1-727-393-6600.