Everybody Wins With www.4Kids.org

**Attracts younger readers:** Newspapers face increasing competition for young people’s time from other forms of mass media and entertainment. [www.4Kids.org](http://www.4Kids.org) regularly draws computer-savvy children and their parents and caregivers to the newspaper to check out the latest selection of cool Web sites for kids.

**Appeals to high school students, too:** [www.4Kids.org](http://www.4Kids.org) offers challenging Web sites for older kids that focus on academic subjects such as biology, meteorology, environmental studies, financial management, career exploration, and more.

**Promotes reading and intellectual interests:** By exposing children to a varied selection of lively, educational Web sites, [www.4Kids.org](http://www.4Kids.org) shows kids that reading can be a fun, adventurous activity. The educational focus of the sites that are featured encourages interest in current affairs, history, the arts and other intellectual subjects – all topics that inspire people to become newspaper readers.

**Encourages safe surfing:** Concern about children’s exposure to inappropriate Internet content continues to grow. [www.4Kids.org](http://www.4Kids.org) offers adults a reliable way to guide kids toward high-quality sites without discouraging their natural curiosity and exploration.

**Promotes education:** Parents, teachers and school librarians like [www.4Kids.org](http://www.4Kids.org) because it provides a valuable starting point for educational explorations on specific topics. Kids like the site because it’s a great place to find information for homework assignments. [www.4Kids.org](http://www.4Kids.org) has also been featured as an American Library Association Great Web Site for Kids.

**Expands children’s understanding of computers and technology:** To compete in today’s economy, children must be comfortable using computers and other forms of technology. [www.4Kids.org](http://www.4Kids.org)’s popular “Ask Amy” column makes this easier by answering kids’ questions about technology and the Internet.

**Reduces children’s exposure to commercialization:** At a time when many adults are becoming concerned about the amount of mass marketing aimed at children through television, the Internet and even in their schools, [www.4Kids.org](http://www.4Kids.org) introduces children to sites that include little or no advertising and no marketing targeted to adults.

**Children’s Online Privacy Protection Act:** [www.4Kids.org](http://www.4Kids.org) supports and follows the Children’s Online Privacy Protection Act (COPPA) in valuing children’s online privacy. [www.4Kids.org](http://www.4Kids.org) makes every effort to features kids’ Web sites that expressly follow COPPA as stated in the sites’ privacy policies.