



ENTERTAINMENT SOFTWARE RATING BOARD

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**A RATINGS CHECK FOR PARENTS: CHICAGO BLACKHAWKS STARS
TEAM UP WITH ESRB FOR PSA CAMPAIGN ON VIDEO GAME RATINGS**
*Ads Featuring Stanley Cup Champions Brian Campbell and Patrick Sharp Encourage
Parents to Use ESRB Ratings When Buying Games*

CHICAGO, IL – With the NHL season underway and the holiday shopping season in full swing, Chicago Blackhawks' Defenseman Brian Campbell (#51) and Left Wing Patrick Sharp (#10) have teamed up with the Entertainment Software Rating Board ([ESRB](http://www.esrb.org)) – which assigns the official age and content ratings for computer and video games – for a new PSA campaign explaining the ESRB rating system and encouraging parents to use it when buying games for their families. The new PSA is viewable via [Blackhawks TV on YouTube](#).

“Not every video game is meant for kids,” says Campbell. “It’s up to a parent to make the call about which ones are right for their children, and that’s why the ESRB ratings are important.”

“The ESRB ratings give parents the guidance they need to make sure their kids are playing video games that are right for their age,” added Sharp. “Brian and I are proud to be a part of this campaign to help educate Chicago’s parents about the ratings, and encouraging that they use them when buying games.”

In addition to being distributed to TV and radio stations throughout the Chicagoland area, the ads will also appear on the video display boards in the United Center during each Blackhawks home game this season. Ratings education brochures are also being distributed through GameStop and other retailers.

“There is no denying that video games are popular gift items for kids. And the choices for parents can be overwhelming, especially during the holidays,” says ESRB president Patricia Vance. “ESRB is committed to educating parents on using ratings information when shopping for video games. The more we can inform parents through programs such as these public service announcements and the incredible support of individuals like Patrick and Brian, the better able they will be to ensure that the games they bring home are OK for their children to play.”

The ESRB video game ratings consist of two parts. Rating symbols on the front of every game package sold at retail provide an age recommendation. On the back, next to the rating, are content descriptors that provide information about what’s in the game that may have triggered the rating or may be of interest or concern to parents.



In 2008 the ESRB announced the availability of “[rating summaries](#),” a supplementary source of information that gives parents a detailed yet brief and straightforward description of exactly the kind of content they would want to know about when choosing a game for their child. Parents can look up a game’s rating summary right from the store using a free mobile app (www.esrb.org/mobile), mobile website (m.esrb.org), or search for games before heading to the store by searching ESRB’s website at www.esrb.org.

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About Entertainment Software Rating Board (ESRB)

The ESRB is a non-profit, self-regulatory body established in 1994 by the Entertainment Software Association (ESA). ESRB independently assigns computer and video game content ratings, enforces advertising guidelines, and helps ensure responsible online privacy practices for the interactive entertainment software industry.