



**ENTERTAINMENT SOFTWARE
RATING BOARD**
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For Immediate Release

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November 15, 2006

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**PTA AND ESRB LAUNCH NATIONWIDE VIDEO GAME RATINGS
EDUCATION PARTNERSHIP**

Provides Over a Million Brochures to State and Local PTAs Across the Country

NEW YORK – Furthering their shared commitment to educating parents about video games, the Parent Teacher Association (PTA) and Entertainment Software Rating Board (ESRB) are launching a nationwide video game ratings education campaign that will distribute 1.3 million brochures to 26,000 PTAs nationwide. The campaign will encourage and enable state and local PTAs to educate their community’s parents about the ratings. It includes informational resources including brochures in both [English](#) and [Spanish](#), as well as online support through both the PTA and ESRB websites.

“Every parent knows how popular video games are these days, but perhaps not as many are familiar with the tools that can help them select games that are appropriate for their children,” said Anna Weselak, PTA national president. “Just as with all media, we urge parents to be as involved and informed as they can. The ESRB ratings are informational and help parents to make sensible video game choices for their families.”

The ESRB engages in several ratings education initiatives that involve print, television and radio Public Service Announcements (PSAs) among other vehicles. While many of these initiatives focus primarily on raising awareness and use of ESRB ratings, the partnership with PTA also provides parents with valuable guidance and resources about computer and video games, and is among the most extensive in terms of ground level support for communities nationwide.

“ESRB is always pursuing ways to educate parents about the rating system, and we’re incredibly pleased that the PTA has stepped up to participate in those efforts in such a meaningful way,” said ESRB president Patricia Vance. “Ratings can only be effective if parents understand and use them, and though our research shows that most do, we can all agree that more can and should be done. This campaign will not only help drive home the message to parents that they should be actively involved in choosing games for their families, but also provide them the knowledge and understanding of the rating system to allow them to make informed choices.”

PTAs nationwide will begin receiving the brochures in the coming days, and are encouraged to distribute them to PTA member parents through their regular programs and events.

About Parent Teacher Association (PTA)

PTA comprises nearly 6 million parents and other concerned adults devoted to the educational success of children and the promotion of parent involvement in schools. PTA is a registered 501 (c)(3) nonprofit organization that prides itself on being a powerful voice for children, a relevant resource for parents, and a strong advocate for public education. Membership in PTA is open to anyone who is concerned with the education, health, and welfare of children and youth.

About Entertainment Software Rating Board (ESRB)

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