

**Teens Are the Teachers in New Internet Safety Project  
Girl Scouts of Western Washington Joins National Microsoft Windows Online  
Safety Campaign**

**FOR IMMEDIATE RELEASE**

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**SEATTLE, WA** — Girl Scouts of Western Washington is proud to announce that it has joined the national partnership between Girl Scouts of the USA and Microsoft Corp. called *LMK* (text speak for “let me know”) – an online safety resource where girls are the technology experts on subjects that are often best discussed at a teen-to-teen level, like cyberbullying, predators and social networking. This girl-led campaign allows girls to share their online concerns with peer “tech-perts” about the issues that affect them while raising awareness about how to help keep girls (ages 13–17) safe while surfing the Web. Additionally, parents have access to a site specifically geared to their needs, equipping them with the tools necessary to understand and act on the rapidly changing world of online safety.

In addition to the tools offered as part of the national *LMK* campaign that launched in February for all 133 Girl Scout councils, Girl Scouts of Western Washington will feature supplementary information at [www.GirlScoutsWW.org](http://www.GirlScoutsWW.org) including:

- Videos featuring Puget Sound area Girl Scouts talking about the *LMK* websites.
- Downloadable tips for parents to ensure their teens are being safe online.
- A contest for online safety tip videos created by local girls.
- An Internet Safety Pledge that girls and parents can sign.

Girl Scouts of Western Washington will also have five laptops in regional offices and travel to Girl Scout special events so girls and parents can more easily access the *LMK* websites.

The Girl Scout offices where the laptops will be set up are:

- Bellevue: 14645 Bel-Red Road, Building E, Suite 103, Bellevue, WA 98007
- Marysville: 1331 State Avenue, Suite A, Marysville, WA 98270
- Renton: 256 SW 43rd Street, Building 3, Unit K, Renton, WA 98057
- Bremerton: 1109 Warren Avenue, Bremerton, WA 98337
- DuPont: 1000 Davis Place, DuPont, WA 98327-8781

The *LMK* internet safety campaign includes an interactive Web site for [girls](#), as well as an e-newsletter and Web site for [adults](#). Each month, the all-girl editorial board explores a different internet safety topic online and then shares what it learned in the e-newsletter, which is distributed to adults the following month. The e-newsletter and adult site are designed to provide parents with timely guidance and also serve as a tool to help families have open and honest conversations about the dangers that lurk in cyberspace.

Parry Aftab, Internet security lawyer and founder of the world's largest cybersafety charity, has also created the training and will continue to guide the girls and parents through her Question & Answer column on the site and raise awareness about cybersafety. The girls' Web site also features forums, articles, quizzes and polls. Both sites are open to everyone (Girl Scouts and non-Girl Scouts alike) as well as to any adult who wants to learn about internet safety.

Microsoft, which has developed family safety tools such as Windows Parental Controls and Windows Live Family Safety Settings, offers resources and provides online safety guidance in support of *LMK*. "Most teens understand the internet and technology better than their parents," says Erika Takeuchi, Girl Scouts alumna and product manager for Windows Client Interactive and Digital Creative Development at Microsoft. "These tools will teach parents effective ways to help protect their families from risks such as file-sharing abuse and exposure to potential dangerous content."

While the full scope of online threats, such as cyberbullying, are difficult to measure, we do know that nearly one in six U.S. children grades six to 10 (that's 3.2 million students) are victims of online bullying each year, according to the National Council of Juvenile Court Judges. Bullying is not "just a phase" or behavior in which "kids will be kids." The repercussions of cyberbullying can be so grave that at least 13 U.S. states have passed or are proposing laws to make it a crime.

With detailed advice and information about online safety issues written by teen girls, this collaboration between the Girl Scouts of the USA and Microsoft provides resources for both teens and parents.

For more information, please visit [www.GirlScoutsWW.org/lmk](http://www.GirlScoutsWW.org/lmk).

#### **About Microsoft**

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

#### **About Girl Scouts of Western Washington**

At Girl Scouts we know that given the opportunity, every girl can become a leader with the courage to act on her values, develop the ability to make clear decisions, and acquire

the self-confidence to make a difference in the world around her. Girl Scouts helps girls grow courageous and strong through girl-driven programs, reflecting the ever-changing needs and interests of girls.

Headquartered in Seattle, Washington, Girl Scouts of Western Washington currently serves more than 26,000 girls in partnership with nearly 12,500 volunteers throughout 17 counties in Western Washington. In addition to our headquarters, we operate program and regional offices located in DuPont, Bellevue, Aberdeen, Marysville, Bremerton, Longview, and Renton, as well as six camp properties located in Carnation, Lilliwaup on the Hood Canal, Longview, Hoquiam, and Belfair.

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