

FOR IMMEDIATE RELEASE

4 Kids Will Represent 1.25 Million More During Earth Day Events in Washington D.C.

WASHINGTON D.C. – This year’s Earth Day events in Washington DC will be attended by 4 kids who will be virtual reporters to the 1.25 million users of the virtual world of KidsCom.com. The website, www.kidscom.com, has created interactive experiences in their virtual world to get kids more involved in global climate change in the real world. For Earth Day, KidsCom.com is bringing kids who solved problems in their virtual world for some hands-on reporting in the nation’s capital. Not only can the 1.25 million users ask questions of the reporters in real-time, the 4 virtual reporters will be blogging and posting pictures and videos of their experiences in Washington DC. From these four kids, over a million other kids around the world will learn more so they can take action in their part of the world.

“We’re taking concepts like water conservation, energy efficiency and wildlife protection, and communicating this information in the form of games and expeditions which kids play in our virtual world,” explains Jorian Clarke, founder and president of KidsCom.com. “Not only are these kids absorbing this information as they play, we have also heard from parents that the kids are acting on this information to change behaviors at home. Our promise to moms is: if you let them play in our virtual world, we’ll help you get the lights turned off at home in the real world!”

To emphasize the virtual world/real world learning, kids recently completed another series of online Team Challenges. This Team Challenge focused on droughts and land usage, and how our actions, both negative and positive, affect the quality of our world. Team Challenge winners were awarded a trip to Washington DC to spend time with people making a difference in the fight against global climate change the weekend of April 17-20, 2008.

Kids will attend several events and visit key locations in Washington DC to help them learn more about going green and global climate change. There will be an educational event at the Cannon House Building on Friday April 18th where a representative from Wisconsin Senator Russ Feingold’s office of Environmental Policies will meet with the kids to talk about how politicians are helping to enact positive changes in the United States. There will also be a representative from the Federal Trade Commission’s Green Guides Committee to talk to the kids about what to look for when identifying a true “green” product and the importance of corporations providing truthful information about their products. In addition, the kids will be taking part in a river clean-up at the Smithsonian National Zoo on Saturday April 19th as part of the Party for the Planet events going on that day at the zoo.

“It’s our plan that all kids play in our virtual world and take the lessons they learn and become ambassadors for change in their homes, schools and neighborhoods,” adds Clarke. “We tell them they have the power to make a difference. They don’t need to wait for us adults to catch on!”

About KidsCom.com

As one of the first virtual worlds designed specifically for kids, KidsCom.com is a fun place where kids meet online to Play Smart, Stay Safe, Have Fun™. It’s a place where kids get “edutainment” as they game in the Idea Seeker virtual world to become ambassadors of change

in the real world. On KidsCom.com, kids learn about important issues such as global climate change as they customize their own avatar characters, chat with old friends and meet new ones from around the world, decorate their own houses, play games, nurture virtual pets and create their own home pages in a virtual world free of graphic violence, mindless entertainment and negative stereotypes. KidsCom.com is published by Circle 1 Network, LLC.

NOTE TO EDITORS: Media representatives are welcome to come meet the kids and their parents at any of our activity locations in Washington DC. To get virtual press credentials and join the four reporters in our virtual broadcast studio, contact KidsCom.com at the phone number or email below. Jorian Clarke is available for interviews and a demo of the virtual world expeditions can be arranged. The families may also be available for interviews by request. Additionally, we're able to provide hi-res images of the game and Jori Clarke upon request.

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