



Atlantic Canada's Family Expo

We Love Our Children Family Expo - May 29<sup>th</sup> & 30<sup>th</sup>, 2009

**Media Release**

**For Immediate Release**

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**BETSTOPPER** joins We Love Our Children Family Expo as Presenting Sponsor

**Halifax, NS, May 1, 2009** – The We Love Our Children Family Expo is pleased to announce that the 5<sup>th</sup> Anniversary Expo (May 29<sup>th</sup> & 30<sup>th</sup>) will be presented by **BETSTOPPER**. In a year where the theme is Social Responsibility, it is fitting that the presenting sponsor would be one that helps residents of Nova Scotia protect their children from being exposed to an unregulated and potentially harmful activity.

**BETSTOPPER** was invented and developed by the Nova Scotia Gaming Corporation (NSGC). It is the first software in the world dedicated specifically to blocking gambling websites.

**BETSTOPPER** is not intended to replace the supervisory role that each parent has, but it is a tool to help parents and put them more at ease when their child is on-line.

“We are committed to keeping Nova Scotia’s children safe and off gambling websites,” says Marie Mullally, President and CEO of NSGC. “But the fact is parents need to know that youth are gambling online in ever increasing numbers. The We Love Our Children Family Expo is a great platform to inform parents about our world-first prevention tool, **BETSTOPPER**, which will help them to keep their children safe.”

Family Expo Producer/Co-owner, Suzanne Morrison commented, “We are extremely happy to have this partnership with **BETSTOPPER**. As a parent of young children, I see the value of being informed of preventative tools for child internet safety. It is always better to be pro-active as opposed to being reactive.”

As the Presenting Gold Star Partner, **BETSTOPPER** will provide families who attend the show access to the free **BETSTOPPER** software and will have staff on hand to answer parent’s questions. They will also present the Friday evening key note speaker, **Parry Aftab**, a cyberspace lawyer, author, and child advocate who will give families a presentation on Internet safety.

**Ms. Aftab** is a worldwide leader in the area of online safety and parent and child Internet education. As Executive Director of WiredSafety.org, the largest online safety and educational program in cyberspace, **Ms. Aftab** has become known as "The Angel of the Internet". Ms. Aftab is considered one of the leading experts in Internet safety and responsible surfing issues, especially when children are involved. Her main focus is teaching good cybercitizenship to young people, including cyberbullying and responsible use of technology.

It is estimated there are more than 2,500 casino-style Internet gambling sites online today. With the help of 250 Nova Scotia families, the **BETSTOPPER** pilot was a huge success. Some of the key findings from the pilot project included:

- 80% found software easy to use
- 88% say they are more aware of the risks of online youth gambling
- 78% were motivated to talk to their children about the risks of online gambling
- 92% think **BETSTOPPER** is an effective youth gambling prevention tool
- 99% believe it is important NSGC make the software available to Nova Scotian families

The We Love Our Children Family Expo will be held at Exhibition Park in Halifax on Friday, May 29<sup>th</sup> and Saturday, May 30<sup>th</sup>. This year's event will feature loads of interactive activities for the whole family, fabulous exhibits, incredible guest speakers and lots of prizes and give aways! Visit [www.familyexpo.ca](http://www.familyexpo.ca) for more information and a complete schedule of events.

**Ticket Information:** Tickets on sale now. **NEW HOURS!** Event hours: Friday, May 29<sup>th</sup>, 5pm-9pm. Saturday, May 30<sup>th</sup>, 10am – 7pm. Adults and seniors \$10.00, children 12 and under are free. Tickets are available at the door and Ticket Atlantic locations; [www.ticketatlantic.com](http://www.ticketatlantic.com) or 902-451-1221.

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We Love Our Children Family Expo is produced by Offspring Productions. The 2009 Family Expo would like to acknowledge the following Sponsors for their generous support: BETSTOPPER, Delta Hotels, FlyHalifax.com, Tripcentral.ca, Elections Nova Scotia, Province of Nova Scotia, Tim Horton's, Concepts School of Cosmetology, CTV, Z103.5, HRM and The Chronicle Herald.

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