

## **FOR IMMEDIATE RELEASE**

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## **PC-Turnoff Week™ Is New Generation's TV-Turnoff Week**

Branford, Conn. (April 20, 2005) – Mark your calendar. This year, August 1<sup>st</sup> to the 7<sup>th</sup> is National PC-Turnoff Week™. The newly formed PC-Turnoff Organization, or PC-TOO, encourages parents and their children to turnoff the family computer during this week, and enjoy other activities, such as reading, exercise, and family time. The mission of PC-TOO is to make parents aware of risks associated with their children's excessive computer use, and provide information to help them guide their children towards a healthier lifestyle.

In our media-saturated world, children are not only spending too much time watching television, but are spending as much, or more, time on the computer. Overuse of the computer shares many of the same negative effects of too much television.

Mark Sicignano, founding member of PC-TOO, explains, "We are aware of TV-Turnoff Week held at the end of April, sponsored by TV-Turnoff Network. In addition to television, we need to address similar risks associated with excessive computer use. Many parents will kick their kids off the TV, but allow them to hop right onto the computer, assuming it is somehow better for them. However, it simply compounds the problem."

For families participating in PC-Turnoff Week, they will immediately feel the positive effects:

- Reduced stress levels in the family
- More meaningful conversations with their children
- Peace amongst siblings without fighting over the computer
- More reading, playing and exercise

*-more-*

While the computer is a powerful tool for children, both educationally and socially, there are negative effects from overuse, including:

- Social isolation
- Lower grades in school
- Overweight children, even obesity
- Negative impact on cognitive development

PC-TOO founding member Joe Acunzo states, “Just like too much TV, parents should be concerned over excessive computer use by our children, and must act to curb it. We hope parents and kids take advantage of PC-Turnoff Week, and that children get in the habit of spending more time reading, playing and exercising, and less time on the computer.”

### ***About PC-Turnoff Organization – PC-TOO***

PC-Turnoff Organization, or PC-TOO, was founded to make parents aware of the risks associated with excessive computer use by their children, and provide information to help guide them. While the computer is a wonderful tool, like many things in children’s lives, limits must be set for their own safety and well being. PC-TOO established PC-Turnoff Week to encourage parents to turnoff their children’s computer entirely for one whole week during the summer.

Visit PC-Turnoff Organization at [www.pcturnoff.org](http://www.pcturnoff.org).

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