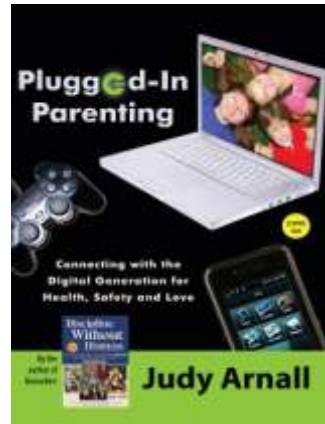


For Immediate Release

Judy Arnall,
Bestselling parenting author and speaker,
Professional Parenting Canada,
12018 Lake Erie Rd SE,
Calgary,
Alberta, T2J 2L8
403-714-6766
jarnall@shaw.ca
www.professionalparenting.ca
Author is available for interviews



Taming the Gaming Without Shouting or Pouting!

Don't know a Lich King from an Avatar? An RTS game from a MMORPG? Or a frenemie from a facebook poke? That's okay, because parents don't need to be techies or heavies to keep connected with their digital kids, while keeping them safe and healthy. According to the new DVD, "Plugged-In Parenting: Connecting with the Digital Generation for Health, Safety and Love," authored by bestselling parenting expert Judy Arnall, all that parents require is a brain, ears and a body to help kids navigate the digital world and connect with them in the real world. Understanding children's needs and why they embrace the internet helps parents to assert their needs and problem-solve tricky issues with their children without battles, yelling and punishments.

"It's critical that today's parents change their parenting techniques. They are not raising kids to play in the sandbox anymore, but in the world-wide web. Keeping the 'family computer in a communal space' is old advice in this age of mobile devices used by children as young as seven. Parents need to know how to keep kids safe without constant surveillance." says author, Judy Arnall. The old style of behavior modification techniques rely on two controls that parents no longer have – supervision and enforcement. It's difficult for parents to access all the sites that their children visit, even with surveillance software. In addition, parents can't control which sites children see at their friends' homes or even on their mobile phones. To complicate matters, busy parents don't have the time to preview sites or enforce the rules of computer, video games and social network use because the sites are vast, ever changing and difficult to monitor. "Parents don't need to understand technology – they just need new parenting tools designed to cement trust and communication in their parenting relationships." says Arnall. "Cyber-safe kids are connected kids – connected to their families, their parents and their community more than connected to their devices."

About ***Plugged-In Parenting***:

PLUGGED-IN PARENTING: Connecting with the Digital Generation for Health, Safety and Love is a 2-DVD set that utilizes 125 slides, 6 vignettes and narration to provide over two hours of tips, skills and strategies for parenting digital children from babies to teenagers, in every aspect of digital intelligence including internet-safety, netiquette, cyber-bullying, social media guidelines, and online learning. It even outlines the academic and social benefits of video gaming. Parents will appreciate the valuable parenting demonstrations of keeping communication lines open while setting healthy boundaries on video/computer games, social media and cell phones. This DVD is ideal for busy parents and caregivers who want accurate researched information, but have little time to read books.

Available at Amazon.com, Amazon.ca and www.professionalparenting.ca \$29.95 ISBN 9780978050917
Published by Professional Parenting Canada, copyright 2010, 125 minutes.