

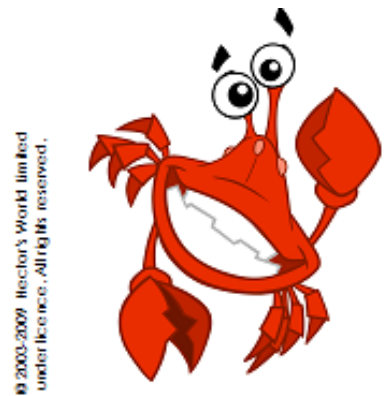
NZ's Hector's World® & Google Launch New YouTube Brand Channel

Media release from Hector's World Ltd.

Wednesday, 16 September

Today Hector's World Limited ('HWL') launches its new brand channel on YouTube, the world's leading resource for video sharing and watching.

<http://www.youtube.com/user/HectorsWorldNZ>



Hector's World® is an internationally recognised education initiative which helps children 2-9 years old stay safe online and learn about digital citizenship. HWL is one of the first charities in New Zealand and Australia to have such an ad-free channel.

One of HWL's key resources is the virtual world of Silicon Deep, which is located at www.ectorsworld.com. The new Hector's World® YouTube channel will showcase some of the exciting multi-media content which is available in Silicon Deep, including animated clips, songs, music videos and interviews. Also included will be the newly launched cyberbullying music video with New Zealand's hot new animated band Antipodes! All of this engaging content helps children build the skills they need for life online.

Liz Butterfield, Managing Director of Hector's World Limited, says "This brand channel is a great 'home' for Hector Protector and his friends on YouTube. It gives us an important, ad-free platform with which to reach the parents, teachers and older siblings of young children. It also offers a great international profile for New Zealand digital content and these important child safety messages."

"Children in our target age group are too young for unsupervised use of YouTube, but this brand channel is an ideal way to catch the attention of those looking after young children and help them start the digital citizenship conversation."

Annie Baxter, spokesperson for Google New Zealand says, "Google and Hector's World share a belief in educating young people to help them mature into good digital citizens with the ability to manage their experience online. We hope that, through the YouTube channel, more people will become aware of the great work that Hector's World is doing towards empowering children to be caring, capable and responsible members of the online community."

Ends

Contact: Liz Butterfield 021 72 5864 or LizB@hectorsworld.co.nz

Higher resolution images are available on request.

Background

What is Hector's World®?

Hector's World® is a visually stunning and effective digital citizenship education programme for children aged 2-9 years and their families. Hector's World® Ltd. (HWL) is a New Zealand charity and a social entrepreneurship venture. The animation is done by Auckland's Inkspot Digital Limited.



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New Cyberbullying Resources

Pitched at children 4-9 years old, the new interactive episode and music video explore the impact that cyberbullying can have on someone and encourage targets of cyberbullying to talk to a trusted adult for help. The story encourages bystanders to see cyberbullying as unacceptable behaviour and to support the young person being targeted to get help. The music video features the vocals of two talented Papatoetoe High School students.

Hector's World® in Australia

Hector's World® is the Australian Communications and Media Authority's key online safety resource for young children. HW was launched on their website www.cybersmart.gov.au in July 2009, and is part of a suite of cybersafety resources available to teachers for use in the classroom.

Hector's World® in the UK

Hector's World® is in widespread use across UK primary schools through partner The Child Exploitation and Online Protection (CEOP) Centre. Hector's World® is CEOP's key resource for 5-7 year olds. The CEOP Centre uses a multi-pronged approach to tackle the sexual abuse of children online which includes gathering and sharing intelligence, executing operations, and harm reduction through their Thinkuknow education programme. (<http://www.thinkuknow.co.uk/>).

Who leads Hector's World®?

Liz Butterfield is the Managing Director of Hector's World and previously managed NetSafe, New Zealand's cybersafety organisation, from its inception in 1998 until 2006. In 2003, Liz was made a Member of the New Zealand Order of Merit for her work in the field of internet safety, and was also awarded the NetGuide 'Living Legend' Web Award for her contribution to the internet industry. In 2006, she was made the first female 'Internet Fellow' by InternetNZ, the body that oversees the internet in New Zealand.

Funding of Hector's World®

Hector's World has been developed with assistance from funding partners, including New Zealand's Ministry of Education, the Digital Strategy's Community Partnership Fund, InternetNZ, the Tindall Foundation, previous Foundation Sponsor Microsoft, new corporate partner Telecom and others. Most recently, new cyberbullying resources were sponsored by the Australian Communications and Media Authority.