

FOR IMMEDIATE RELEASE

Have You Talked To Your Teen Today? New DVD programs help parents and kids talk about tough challenges

Atlanta, GA – May 25, 2005: If you have teenagers, you know all about eye-rolling, vacant stares and one-word responses (“Whatever”). What you need is CWK Network’s *Connect with Kids* special edition DVDs. The DVDs feature four teen topics that were previously shown only on television and sold to schools. Now the DVDs are available to the public at www.connectwithkids.com.

The programs are part of the Emmy[®] award-winning *Connect with Kids* television programs. They feature real kids talking about the challenges they face everyday – peer pressure, body image, drugs, drinking, dating. There are no actors, no scripts – just true stories that parents and kids can learn from. Each DVD also features interviews from parents who have “been there,” on-air advice from child development experts, and special features including facts, resources, parent tips and family discussion guides.

“It’s easier to talk to my mom about stuff when we’re watching TV about other kids going through the same things I am,” says 13-year-old Hannah Bossie.

Her mom, Angela, agrees. “Sometimes it’s hard to get kids to talk, especially about the tough issues. My daughter and I watched *Shattered* together. It’s about drinking and driving, and we were both very moved by the young woman’s story. That created a bridge to a great discussion. I feel a lot better about where my daughter stands on the issue of drinking and driving, and I’m a lot closer to her for having had the conversation. The program helped us build trust. I can’t imagine anything more valuable.”

The founders of CWK Network, Sam (CFO) and Stacey Dewitt (CEO), are parents of a nine-year-old son and a 13-year-old daughter. As the saying goes, they are not only the creators, they are users of the programs themselves.

“Most kids – mine included -- don’t like talking to their parents about private issues or risky behaviors, and to be honest, a lot of parents are uncomfortable, too,” says Stacey DeWitt. “Our programs are an easier way to start a conversation, a place for kids to get the facts straight and for parents to see the issues from their kids’ perspective.”

CWK Network’s *Connect with Kids* programs cover more than 40 children, pre-teen and teen issues. View video excerpts from all of the programs at www.connectwithkids.com/store.

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