



1 April 10

COMMUNITY SERVICE ANNOUNCEMENT (MP3 Audio available)

Sometimes it's hard to know if a particular movie is suitable for your child. ACCM's award-winning *Know Before You Go* Movie Review Service can help you decide. ACCM reviews all new movies using a child development perspective and pays particular attention to violent material and material kids might find scary. Check out the Children and Media website www.childrenandmedia.org.au, and Know Before You Go! It's a free service and it's for you.

Background and media contacts

Kids movie choices limited these holidays

Elizabeth Handsley, Vice-President of the Australian Council for Children and the Media (ACCM), today drew attention to the fact that the major cinema chains seem to have only one G rated movie screening these school holidays. "This is very disappointing for families," she said, "Parents with children under the age of eight who want to take them to the movies will need to be very careful with their choices."

Dr. Glenn Cupit, ACCM Board member and Senior Lecturer in Child Development at the University of South Australia, shared Professor Handsley's concerns. He said: "ACCM's experienced movie reviewers have recommended that *Nanny McPhee and the Big Bang* (the only mainstream G rated movie showing these holidays) is not recommended for under 5s and parental guidance to ten, due to violence and scary scenes." As for PG rated movies such as *How to train your dragon* and *The Spy Next Door* continued Dr Cupit, "they contain some violent and scary content that could be also be problematic for children under eight."

Professor Handsley commented: "At the other end of the classification system, parents need to know that movies rated MA15+ such as *Kick Ass* are definitely not suitable for children under the age of 15. The Classification Board issued its own media release this week reminding parents that children under 15 years "...must be accompanied by a parent or adult guardian for the duration of a film in the cinema...". *Kick Ass* contains "violence, coarse language and sexual references that are all strong in impact". (For the full Classification Board release go to

http://www.classification.gov.au/www/cob/classification.nsf/Page/InformationCentre_MediaReleases_2010MediaReleases)

She concluded "If parents or grandparents are taking children of any age to the movies, they can get reliable information about movie content for all G, PG and some M movies, from ACCM's award winning, child-friendly review service *Know Before You Go*. ACCM has now reviewed over 520 movies and the *Know Before You Go: Movie Review Service* is accessible via the Children and Media website (www.childrenandmedia.org.au) or the Children and Media Helpline (1800 700 357) (national, freecall, 24/7).

ACCM is a unique national community which strives for a media environment that supports the health, safety and wellbeing of Australian children. It is committed to promoting healthy choices and stronger voices in children's media.

*For more information or to arrange an interview, please call
Elizabeth Handsley (SA) on 08 8201 5256 (bus.) / 0448 898 185
Glenn Cupit (SA) on (08) 8302-4580 (bus.)*

Promoting healthy choices and stronger voices in children's media since 1957

*Australian Council on Children and the Media (incorporating Young Media Australia)
Patrons: Steve Biddulph Baroness Susan Greenfield
Pres: Jane Roberts; Vice-Pres. Elizabeth Handsley; Hon CEO: Barbara Biggins, OAM*