



Tuesday 19 April, 2011

Media Release

Movie Alert: Sucker Punch - children under 15 years should give it a miss

Prof. Elizabeth Handsley, President of the Australian Council for Children and the Media (ACCM), today cautioned parents saying 'some movies showing in the school holidays, that are being highly publicised and have elements likely to appeal to children, can be very disturbing for them. Parents need to be aware that although their children may request to see M rated movies at the cinemas, the content of these films is mostly not suitable for those under 15 years'.

A new release film of particular concern is *Sucker Punch*, described by ACCM's movie reviewer as not suitable for children because the film contains scenes of intense action and sexual violence. Parents are cautioned that the film contains disturbing scenes that portray men exploiting young women for purposes of sexual entertainment. The publicity for this film is likely to appeal to children, especially tweens, because of the elements of fantasy, young female stars and stylized action. A full review of this movie can be found at www.childrenandmedia.org.au

Child psychologist and ACCM Board member Dr C Glenn Cupit said that 'for children and youth, movies are not just a bit of harmless entertainment. Viewing movies that contain violence and sexualised images may have lasting affects on children's overall well being and happiness. Parents should consider carefully whether their child is ready for such films, or would find them more enjoyable at a later age'.

Parents can find out more about school holiday movies, including highly enjoyable titles, at the ACCM website. ACCM's award winning, child-friendly review service *Know Before You Go* has reviews of over 520 movies at www.childrenandmedia.org.au and provides ongoing reliable information about movie content for all G, PG and some M movies.

For support and advice on media and children parents can call the Children and Media Helpline on 1800 700 357 (national, freecall, 24/7).

ACCM is a unique national community organisation 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 on 08 8201 5256 or 0448 898 185 Glenn Cupit on (08) 8302 4580 or (08) 8177 1990