



For Immediate Release:
May 28, 2009

“Entertainment Ratings & Labeling Awareness Month” To Increase Awareness and Use of Parental Advisories for Entertainment Products

ENCINO, CA – The Coalition of Entertainment Retail Trade Associations (CERTA) today declared June to be “Entertainment Ratings and Labeling Awareness Month” to encourage its parent partners to make use of movie and video game ratings and parental advisories on music to help them decide whether an entertainment offering is appropriate for their families.

As part of its ongoing commitment to helping parents control their children’s access to entertainment that may be inappropriate for minors, CERTA annually designates June as “Entertainment Ratings and Labeling Awareness Month” because it is the start of the summer season, when young people have more free time to enjoy movies, music, and video games.

CERTA recommends parents take a few simple steps to ensure that entertainment is appropriate for their children:

- Look for the movie or video game rating and content descriptors. Music that contains explicit lyrics comes with a “parental advisory” label on the cover;
- Watch the movie, listen to the music, or play the video game with your child;
- Communicate with your children about what the entertainment is about and what they can learn from it;
- Set appropriate limits and prevent play time from interfering with duties such as homework and chores; and
- Make full use of the parental control features of new-generation video game consoles and Blu-Ray and DVD players to control the video games and movies played on those systems based on their ratings.

The entertainment ratings systems and parental advisory labels are guides for parents to help them decide whether particular entertainment is appropriate for the family. CERTA endorses the Entertainment Software Ratings Board’s video game rating system, the Motion Picture Association of America’s movie rating system, and the Recording Industry Association of America’s parental advisory warning for music products.

Parents seeking additional information are invited to go to www.ERLAM.org.

The Coalition of Entertainment Retail Trade Associations (CERTA) represents approximately 1,500 retailers and exhibitors, who operate more than 35,000 theatres, video and video game

stores, music stores, online music and media services, and other retail outlets that offer entertainment products and who employ more than 750,000 people. CERTA is comprised of the Digital Media Association (DiMA), Entertainment Merchants Association (EMA), National Association of Recording Merchandisers (NARM), and National Association of Theatre Owners (NATO).

###

For more information, please contact:

For DiMA: Ann Brown
Digital Media Association
abrown@annbrowncommunications.com
202-478-6135

For EMA: Grace Lee
Entertainment Merchants Association
glee@entmerch.org
818-728-8674

For NARM: Susan L'Ecuyer
National Association of Recording Merchandisers
lecuyer@narm.com
856-596-2221

For NATO: Patrick Corcoran
National Association of Theatre Owners
pfc@natoca.com
818-506-1778