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June Is Entertainment Ratings & Labeling Awareness Month

*Retailers and Theaters Are Encouraged
To Emphasize Entertainment Ratings and Labeling to Their Customers*

The Digital Media Association (DiMA), Entertainment Merchants Association (EMA), Music Business Association (Music Biz), and National Association of Theatre Owners (NATO) have declared June to be “Entertainment Ratings and Labeling Awareness Month.” As part of “Entertainment Ratings and Labeling Awareness Month,” the organizations are encouraging all movie theaters and retailers of movies, music, and video games to emphasize the motion picture and video game ratings and music labeling systems, as appropriate, to their customers.

“Entertainment Ratings and Labeling Awareness Month” is sponsored by the four trade associations through their Coalition of Entertainment Retail Trade Associations (CERTA) since 2004. It is declared annually to promote the use of entertainment ratings and labels by encouraging retailers to review their ratings and labeling education and enforcement policies, reemphasizing those policies to their employees, and educating their customers about the movie and video game ratings and music labeling systems and store policies.

“Parents are more concerned than ever about the appropriateness of some entertainment content for children,” CERTA noted. “It is important for parents to know that there are tools available - the music labeling and motion picture and video game rating systems - to assist them in choosing the right entertainment for their family.”

Consumers and retailers can learn more about CERTA and the entertainment industry’s ratings and labeling systems at www.ERLAM.org.

The Coalition of Entertainment Retail Trade Associations (CERTA) represents approximately 1,500 retailers and exhibitors, who operate more than 50,000 theatres, video and video game retail outlets, music stores, online music and media services, and other retail establishments 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), Music Business Association (Music Biz), and National Association of Theatre Owners (NATO).

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