

## **TV-Turnoff Week Support Hits High**

WASHINGTON, DC - A total of 73 national organizations have signed on to support TV-Turnoff Week 2003, TV-Turnoff Week organizers announced today.

“TV-Turnoff Week continues to capture the imagination of millions of Americans,” commented TV-Turnoff Network Executive Director Frank Vespe. “We’re excited and pleased to have so many organizations, representing such a wide diversity of interests, represented in our list of supporters.”

TV-Turnoff Week 2003 will take place April 21-27. During this ninth annual Turnoff, millions of children and adults across the nation and around the world will take a seven-day break from the television and rediscover that life can be more fun, rewarding, and even relaxing when we do more and watch less. For many, the Week will become the springboard to making lasting change in their lives: watching less television, choosing what they do watch more selectively, and engaging in more screen-free activities.

TV-Turnoff Week 2002 proved to a great success. An estimated 6.4 million people took part in the event in more than 16,000 organized Turnoffs. The lengthy list of supporting organizations for 2003 includes a number of major groups, including the American Academy of Pediatrics, American Medical Association, National Education Association, Boys and Girls Clubs of America, and many others. New supporters include the American Heart Association and Reading Is Fundamental. Supporting groups assist in raising awareness about TV-Turnoff Week to their constituents, among other activities.

Not just the sheer number of supporters demonstrates the event’s support but also by their diversity. Indeed, the list of supporters covers the political spectrum from left to right and includes family values organizations, religious groups, environmental concerns, and many other interests, as well as traditional health and education groups.

“The appeal of TV-Turnoff Week crosses ideological and partisan boundaries,” Vespe commented. “It is as universal as the desire to raise healthy, happy children.”

TV-Turnoff Week is organized each year by TV-Turnoff Network. TV-Turnoff Network is a national nonprofit organization, which encourages children and adults to watch much less television in order to promote healthier lives and communities. In addition to TV-Turnoff Week, TV-Turnoff Network created and runs More Reading, Less TV, an acclaimed program designed to get grammar school children to put down their remote controls and pick up books. Additionally, our RealVision program raises public awareness of television’s impact on health, education, and family time.

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See website of the Center for Weight and Health: <http://cnr.berkeley.edu/cwh>

Coalition for Quality Children's Media

<http://www.cqcm.org/kidsfirst/start.html>

TV Turnoff Network

<http://www.tvp.org>

The Television Project

<http://www.tvp.org>

Parental Media Guide

<http://parentalguide.org>

Safe Kids

<http://safekids.com/>

Entertainment Software Rating Board

<http://www.esrb.org>