



FOR IMMEDIATE DISTRIBUTION

MEDIA CONTACT:

Jackie Flaten / Media Owls 650-468-6252

Jackie@MediaOwls.com

Yoursphere.com Launches Dare 2B Cybersafe Sphere for Drug Abuse Resistance Education Program

Social networking site created exclusively for kids partners with 'KD Cop' Keith Dunn to connect youth with the officers; Dare 2B Cybersafe Sphere available at no charge to all D.A.R.E. Chapters

DAVIS, CA – January 19, 2011 – Yoursphere.com, the social networking site for kids and teens with an unwavering commitment to children's online safety and privacy, today announced it has launched the nation's first Drug Abuse Resistance Education sphere, [Dare 2B Cybersafe](#). The Yoursphere-hosted portal provides an online platform for law enforcement to connect with and serve as a real-time resource to young people dealing with today's multiple social pressures such as cyberbullying, drug and alcohol issues.

The Yoursphere Dare 2B Cybersafe sphere was developed in collaboration with national online safety & technology expert Keith Dunn, the [KDCop](#), through his affiliation with D.A.R.E. New Jersey. Officers can create a Dare 2B Cybersafe sphere for their own D.A.R.E. chapters at no charge by going to Yoursphere's partner page: <https://yoursphere.com/register/partner> .

"We are proud to be working with Keith and all the D.A.R.E. officers who make a difference in the lives of kids and teens every day around the world," said Yoursphere Founder and President Mary Kay Hoal. "The Dare 2B Cybersafe sphere allows us to expand our 'Internet safety smart' and good online citizenship education programs."

Yoursphere's richly featured platform and array of options give officers an appealing interactive portal for engaging with youth. Through Yoursphere contests, games, Q&As and more, officers can invite questions and ideas from kids, reinforce good decision-making skills, provide facts about drugs and teach kids how they can protect themselves both on- and offline. Yoursphere memberships are free.

Dunn, a former member of the National Internet Crimes Against Children Task Force, has provided cybercrime and D.A.R.E. training to thousands of law enforcement officers over the past decade. He is a strong advocate for teaching kids how to navigate the Internet with confidence.

"Today's D.A.R.E. officers not only provide kids with knowledge and tools to resist drugs and alcohol, but they're helping kids handle the multitude of new pressures that come with technology, like cyberbullying and online assaults on privacy," Dunn said. "Because Yoursphere has the highest standards for privacy and adheres to the Federal Children's Online Privacy Protection Act (COPPA), I feel good about steering kids and parents to this site that cares about their privacy and rewards good digital citizenship."

[continued, next page]

[continued from previous page]

Hoal added: "At the heart of Yoursphere is the safety, privacy and well-being of children. While the Internet and social media are wonderful tools that youth should enjoy and benefit from, they weren't created with a child in mind. As a result, children are faced with an unparalleled level of complex issues. The key to combating these issues is education of both children and parents."

D.A.R.E. is a partnership between schools, parents and law enforcement. The police officer-led series of classroom lessons teaches children from kindergarten through 12th grade how to resist peer pressure and live productive drug and violence-free lives. Originating in Los Angeles in 1983, D.A.R.E. is now taught by law enforcement officers in all 50 states, within most school districts, and 43 countries around the world.

ABOUT YOURSPHERE.COM

Yoursphere is the social network for kids and teens that offers members the best of the Internet while providing a vibrant and interactive experience: kid's own blog, hundreds of games, a virtual world, the fostering of shared interests through its innovative "spheres," interaction with other kids, contests, rewards and a scholarship program. Member safety and privacy come first through the application of common-sense safeguards and Yoursphere is in compliance with the Children's Online Privacy Protection Act. Hyper-focused on supporting the positive interests, talents and aspirations of its members, Yoursphere teaches kids to be "Internet safety smart" and rewards responsible online citizenship. The site is free and exclusively for children and teens through age 17. Yoursphere is approved by the Privacy Vaults Online Safe Harbor of the Federal Trade Commission. Yoursphere Founder and President Mary Kay Hoal is a nationally recognized Internet safety expert who also provides safety-focused practical technology tools and tips for parents at YoursphereForParents.com. For more information, visit Yoursphere.com.

-end-