



NATIONAL ASSOCIATION FOR  
MEDIA LITERACY EDUCATION

**FOR IMMEDIATE RELEASE**

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**Inaugural "Media Literacy Week" in the U.S.  
November 2nd thru 6th, 2015**

Sponsored by [Trend Micro](#) and Hosted by  
[National Association for Media Literacy Education \(NAMLE\)](#)

(Organizations and Educators Are Welcome to Contribute!)

(New York, NY - October 08, 2015) - The launch of [Media Literacy Week](#) (#MediaLitWk) in the United States is being held November 2-6, 2015. The mission of Media Literacy Week is to highlight the power of media literacy education and its essential role in education today. Sponsored by Trend Micro and hosted by the National Association for Media Literacy Education (NAMLE), Media Literacy Week U.S. is the first event of its kind in the U.S. This important inaugural event has the support of more than 60 partnering organizations and media literacy experts from all over the country who are dedicated, passionate media literacy practitioners.

"We can go a long way in helping kids become safer and more responsible online by treating online safety as a literacy issue, not a policy or technology issue," said NAMLE Board member, Lynette Owens, and Global Director, Internet Safety for Kids

& Families Program, Trend Micro. "We are thrilled to be driving these conversations during the launch of Media Literacy Week in the United States this week and beyond."

Media Literacy Week is designed to bring attention and visibility to media literacy education in the United States. Inspired by Canada's Media Literacy Week now in its 10th year, NAMLE is leading the efforts to create a media literacy week in the United States to showcase the work of amazing media literacy educators and organizations around the country. "Media literacy skills are essential to living and learning in the 21st century," explains NAMLE Executive Director, Michelle Ciulla Lipkin. "It is so important to grow the awareness for media literacy and how vital it is for learners of all ages. I couldn't be more excited for the amazing plans in the works by partners and teachers all over the country during Media Literacy Week."

In an effort to raise national awareness of the escalating demand for media literacy education inside and outside of the classroom, affiliated Media Literacy Week partners are working with NAMLE to create and execute participatory events such as presenting interactive #MediaLitWk lessons in the classroom, live webinars and tweet chats, as well as guest blogs, screenings, PSAs and more.

President and CEO, Center for Media Literacy, Tessa Jolls added, "Media Literacy Week is being observed throughout Los Angeles, the media/entertainment capital of the world, with teachers from throughout Los Angeles and from as far away as Korea participating in parent workshops, professional development and student production activities. Social action and social media are addressed in media literacy education designed to prepare youth and adults for life in a global media culture."

Organizations or educators wishing to participate or submit a guest blog post on Media Literacy, please visit Media Literacy Week website and/or contact Michelle Ciulla Lipkin at [medialiteracyweek@namle.net](mailto:medialiteracyweek@namle.net).

### **About NAMLE**

The National Association for Media Literacy Education (NAMLE) is a professional association for educators, academics, activists, and students with a passion for understanding how the media we use and create affect our lives and the lives of others in our communities and in the world. The NAMLE vision is to help individuals of all ages develop the habits of inquiry and skills of expression that they need to be critical thinkers, effective communicators and active citizens in today's world. For more information, visit [namle.net](http://namle.net).

### **About Media Literacy Week U.S.**

Media Literacy Week is designed to bring attention and visibility to media literacy education in the United States. Inspired by Canada's Media Literacy Week now in its 10<sup>th</sup> year, the National Association for Media Literacy Education is launching Media Literacy Week in the U.S. For more info visit [medialiteracyweek.us](http://medialiteracyweek.us) or contact [medialiteracyweek@namle.net](mailto:medialiteracyweek@namle.net).

### **About Trend Micro (Sponsor)**

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 25 years of experience, our solutions for consumers, businesses and governments provide layered data security to protect information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our solutions are powered by cloud-based global threat intelligence, the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by more than 1,200 threat experts around the globe. For more information, visit [TrendMicro.com](http://TrendMicro.com).

### **Trend Micro's Commitment to the Internet Safety of Kids and Families**

To support its vision of making the world safe for exchanging digital information, Trend Micro aspires to make a difference by using its expertise to make the world at large a better place. Trend Micro has made a commitment to make the Internet a great place for young people around the world through its world-wide employee volunteer program, grants and donations to eligible organizations, and partnerships with those who share its vision and mission. For Trend Micro's free Internet safety tips, tools and advice, visit the Internet Safety for Kids and Families page.

### **Useful links:**

Media Literacy Week U.S. 2015 [website](#)

Media Literacy Week U.S. 2015 [sponsors](#)

Media Literacy Week U.S. 2015 [partners](#)

Media Literacy Week U.S. 2015 [calendar of events](#)

Media Literacy Week U.S. 2015 [resources](#)

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