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Contact: Tonya Gowan

(941) 416-2601 (For Media Questions)

(941) 365-7716 (For Media Publication)

**The Digital Dilemma – What's a Parent to Do?
Free Community Speaker Event
A Discussion of Media and Child Health**

(Sarasota – July 20, 2011) Forty Carrots Family Center is pleased to present its 9th **annual FREE Community Education Event** featuring Harvard professor, pediatrician and director of Center on Media and Child Health, **Michael Rich, M.D.**

Dr. Rich will present ***“The Digital Dilemma Tots to Teens...What's a Parent to Do?”*** on **Monday, September 26, 2011** for parents, teachers & other professionals at two evening presentations - At 5:30 pm (focusing on children birth to 11 years of age) and at 7:30 pm. (focusing on children 12 to 18 years of age) – All at Hyatt Regency Sarasota. The speaker event is endorsed by **Early Learning Coalition of Sarasota County**, and in collaboration with **Riverview High School** and **Community Youth Development** organization.

New this year, a presentation targeted to students at **Riverview High School**. Rich will lead an all-teen discussion about texting and driving, revealing too much and other media concerns for students on Monday, September 26, 2011. This teen message will instill peer targeted support, information and education for teens' ever present techno-lifestyle.

Dr. Rich says, “Young people spend more time using media – TV, movies, music, computers, internet, cell phones, magazines and video games – than engaging in any other single activity except sleep. Those media have both positive and negative effects on children's health. As 'The Mediatrixian' - combining my experience and tenure as a pediatrician, a Hollywood filmmaker and a parent - I provide science-based answers and practical solutions that can help you direct children to use media in ways that can enrich their development.” Dr. Rich has been elected a member of the prestigious Society for Pediatric Research, a Fellow of the Society for Adolescent Medicine, and a Fellow of the American Academy of Pediatrics and he answers questions about parenting in the Media Age through his online advice column, *Ask the Mediatrixian* (www.askthemediatrixian.org). “We will take the discussion out of the realm of right and wrong and take a practical approach to

rethink how the digital age effects your child's physical, mental and social outcomes.”

“At Forty Carrots Family Center we are dedicated to strengthening families through education,” said Betsy Kane-Hartnett executive director at Forty Carrots Family Center. “Knowing families have concerns about the ever-present and always-evolving technological lifestyle of their children – including video games, academics, screen time, cyber bullying, cell phones, health and parental security - Forty Carrots is bringing the community together to help families make informed decisions as they navigate this digital age. The free speaker event will offer solutions to help manage your family's media concerns.”

In-service points and continuing education credits (CEU's) will be available for eligible professionals attending either of the Monday, September 26th presentations.

About the FREE Speaker Events
Featuring Speaker Dr. Michael Rich

EVENING Speaker Presentation

Monday, September 26, 2011

5:30 - 7:00 pm (children birth to 11 years)

7:30 – 9:00 pm (children 12 to 18 years)

Hyatt Regency Sarasota, 1000 Blvd. Of the Arts

“The Digital Dilemma Tots to Teens ... What's a Parent to Do?”

Free Community-Wide Service Event

For Parents, Teachers & Other Professionals

CEU's & In-Service Points Available

Limited Seating * Reservations Required

www.fortycarrots.org * For more information 941-365-7716

Private Teen Event

Riverview High School

Forty Carrots' past speaker events have reached over 6,000 parents, professionals and educators in our area. The annual speaker presentation continues to be **free** to the community through the generosity of many underwriting sponsors.

Mark your calendar to attend. Visit www.fortycarrots.org or call (941) 365-7716 and RSVP today. Reservations are required. Seating is limited.

Forty Carrots Family Center is a 501(c) 3 not-for-profit charitable organization dedicated to strengthening families through educational programs for parents, their children and professionals in the field. If you or your organization would like to contribute toward this event please call 941-365-7716. Forty Carrots Family Center embraces diversity & does not discriminate on any basis. For more information visit www.fortycarrots.org.

Michael Rich, MD, MPH is Associate Professor of Pediatrics at Harvard Medical School and Associate Professor of Society, Human Development and Health at Harvard School of

Public Health. He is founder and director of Center on Media and Child Health (CMCH) located at Children's Hospital Boston, Harvard Medical School, and Harvard School of Public Health. CMCH is dedicated to understanding and responding to the effects of media on the physical, mental, and social health of children through research, production and education.

[Http://www.cmch.tv](http://www.cmch.tv)

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