

PRESS RELEASE

Friday 14 October 2016, London

Discover the best kept secret in online safety for kids

Over 440,000 copies of free guide for schools snapped up in record time



This week sees the launch of the new issue of *Digital Parenting* magazine, an online safety guide for families produced by family internet safety specialists Parent Zone, in association with Vodafone.

A million copies of last year's *Digital Parenting* were distributed free to parents through schools and family groups and it proved so popular that people who missed out last time have been rushing to order this year's magazine.

Over 440,000 copies have been snapped up by schools and family organisations within four days of the magazine's launch.

'Demand for *Digital Parenting* magazine has always outstripped supply,' says Parent Zone founder and CEO Vicki Shotbolt. 'Last year, we printed a million issues and still ran out of copies, and we have already had huge demand from schools for the 2016 edition.'

'This shows how important the magazine has become to anyone working with parents trying to help them stay up to date with the issues a digital world throws at families. It really is the best kept secret in internet safety for children.'

'We're hoping this year to help another million families keep their children safe online.'

You can read *Digital Parenting* online [here](#).

To find out more about *Digital Parenting* or for expert comment on online safety issues for families from [Parent Zone](#), please contact press@parentzone.org.uk or call 020 704 0415.

About Parent Zone

Parent Zone is the leading organisation supporting parents in the digital age. Our founder and CEO Vicki Shotbolt is the official parents' representative on the government body, the UK Council for Child Internet Safety (UKCCIS). Parent Zone works with parents, schools and companies to make the internet work for families by offering expert advice and content. Our work includes the free online advice service Parent Info, in association with CEOP, and the Google Internet Legends assemblies, which visit primary schools around the country passing on essential online safety information.