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Media Release

Parents welcome *new app* to access child friendly movie and app reviews

A *new app* which helps parents access a child-friendly movie and app review service, has just been launched by the Australian Council on Children and the Media.

Amelia, a mother of three boys age 8 to 12 years, said 'I love the new **ACCM app**, because it means I can easily access in-depth reviews which we can use as a family to make quick and informed decisions about what media we watch or use'.

CEO Barbara Biggins said 'the *Know Before You Go* Movie review service has been in operation for 14 years and the *Know Before You Load* app review service for 2 years, but now we can make these reviews more accessible to parents. We know that parents often find it hard to find age-appropriate movies and apps for their children, and the ACCM app provides the information needed to make positive parental decisions in this area'.

For information on how to download the app please visit

<http://childrenandmedia.org.au/resources/accm-reviews-app>

Each ***Know Before You Go*** movie review provides its formal classification, but ACCM's age recommendations and synopses of the movie's plot gives much more information about age suitability. Detailed descriptions of content signal areas that may be of concern to parents. Each ***Know Before You Load App review*** provides descriptions of the features of apps, and also highlights content issues, and potential traps such as in-app purchases.

The new app will be launched by Kate Highfield at a parent seminar called *Technology and children: must-knows from the experts*, which is being held at Tyndale Christian School in Salisbury East on Monday 16th May at 7pm (gold coin donation). For more information and to register please visit

<http://childrenandmedia.org.au/events/accm-seminars> or

<https://www.trybooking.com/Booking/BookingEventSummary.aspx?eid=187551>

All ACCM reviews are prepared by qualified child development professionals.

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For more interview or photographic opportunities please contact Clare Phillips on 0434146096 or events@childrenandmedia.org.au