

OFFICE OF THE MAJORITY LEADER

SUFFOLK COUNTY LEGISLATURE

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SUFFOLK COUNTY LEGISLATOR
FIFTEENTH DISTRICT
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AMITYVILLE, NY 11701



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Gregory Encourages Families to Participate in *Screen-Free Week*

AMITYVILLE, NY—Suffolk County Legislative Majority Leader DuWayne Gregory (*D—Amityville*) today encouraged families to participate in *Screen-Free Week*, an event sponsored by The Early Years Institute (EYI), a Long Island organization based in Plainview. The goal of the event is for parents, children, teachers and others across Long Island to reduce screen media use (television, video games, computers, cell phones, etc.) and “*Celebrate the Magic of Being Unplugged.*” *Screen-Free Week* begins April 30 and ends May 6.

According to a 2010 study by the Kaiser Foundation, more than half of American children under the age of two(!) have a TV in their room, and those ages two to six spend on average 4 hours per day being entertained passively by screen media sources. Children eight to eighteen years of age were found to multitask 10 hours and 45 minutes a day using screen media.

“Technology exists to enhance our lives” says Gregory. “But when we allow it to take over our lives we allow ourselves to become enslaved by it. By retuning and dialing down our families’ electronic-media consumption habits, we not only create stronger kids but we also strengthen our bonds with them. *Screen-Free Week* is an excellent way to accomplish that goal.”

EYI is seeking volunteers and participation for the event week. Volunteers and other participating organizations will be asked to distribute flyers, posters and other information to publicize the event. For more information, interested individuals may visit the EYI Web site at www.eyi.org.

The Early Years Institute

invites you to



The Early Years Institute (EYI) will join thousands of local businesses, schools, libraries, religious organizations, child care centers, museums and pediatricians throughout the United States to encourage families to turn off electronic entertainment for 7 days -- and explore other ways to learn and play.

Join EYI and Campaign for Commercial Free Childhood (CCFC) 2nd Annual Screen-Free week and Sign Your Screen-Free Pledge today!

For Information visit:
www.eyi.org/screenfree

Email us: info@eyi.org

Phone: 516.304.5480



A national campaign to reduce the time children and adults spend with TV, computers, video games, and hand-held devices.

Together, we can turn this:



...into this:

Sign-up and Pledge today! www.eyi.org/screenfree

Go outside * Play * Sing * Cook * Fly a kite * Read a book

“Screen-Free Week” Pledge Form

“We Pledge to Turn Off the Screen!” (...even for a little while)

The Early Years Institute recognizes the importance and the advantages of technology in our everyday lives. Its increasing presence does bring challenges for parents who only want the best for their children. Children, today, spend an average of **more than 7 hours** a day in front of screen media, with **only 16 minutes** every day playing creatively and **only 4 to 7 minutes** outside per day. Reducing screen media time is one way to improve your child’s opportunities to learn important skills they can’t get from a screen and an opportunity to socialize, play and stay physically fit!

So take the pledge today: “I pledge to REDUCE the amount of time my child is using screen media (computer, TV, phone) and encourage him or her to spend time doing other activities, such as reading playing or going outside. I will encourage my family and friends to spend less time in front of their screens, too!”

First Name: _____

Last Name: _____

Zip Code: _____

Email: _____

How many **children** in your household will participate in the “Pledge to Be Screen-Free”? _____

How many **adults** in your household will participate in the “Pledge to Be Screen-Free”? _____

How many **hours per week** of screen time do you plan to reduce? _____

Complete Your Pledge today and email to: info@eyi.org or fax to (516) 304-5484

