

**FOR IMMEDIATE RELEASE**

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Kids Wireless Inc.



**Waterloo tech start-up, entertainment stars, world-renowned researcher, and their families align to protect children globally while using the Internet.**

**September 29, 2016 – WATERLOO, ONTARIO** - KidsWifi, an Ontario-based technology start-up company with the goal to make the Internet a safe place for children, has officially launched today, and they are not alone. With the support of ET Canada’s Cheryl Hickey as their official spokesperson and Jazmyn Bieber as their Kid Ambassador, KidsWifi is hitting the ground running.

KidsWifi is an Internet safety device that is available for purchase today in Canada and the United States, and soon globally. This compact device is redefining Internet safety solutions with simplicity. Plug it in to any home electrical outlet, connect to

your home WiFi network, and in 2 minutes or less, you can be up and running with safe Internet.

Through its ability to block inappropriate materials online, parents will have peace of mind knowing their children are utilizing the Internet safely, without the risk of negative exposure. The device combines convenient and intuitive features to ensure your child's Internet time is monitored effectively, while still giving them the ability to enjoy their online experience. The KidsWifi device allows parents to adjust settings to fit their individual family needs, which includes every Internet-connected device inside your home, from tablets and laptops, to cellphones and iPods. The parental dashboard includes analytics, so you can easily view blocked sites, blocked ads and websites your children have recently viewed. It also incorporates features such as automatic bedtime shut-off and automatic morning turn-on that can be customized to a child's schedule. While the KidsWifi device provides parents with endless options for customization, it is already pre-loaded with ready-to-go universal settings.

With the one-time purchase fee of the device, automatic updates and no additional purchases required, the KidsWifi device truly simplifies Internet monitoring, screen-time, and protection in its discreet, compact frame.

ET Canada's Cheryl Hickey has partnered with KidsWifi as their official spokesperson, and is a true believer of the KidsWifi device. Her interest in stemmed from her passion for being a mother: "As a mom of two, I understand how difficult Internet monitoring can be. You can't always be by their side while they're surfing the Internet. Now, with KidsWifi [device], it's no longer a problem. It is the solution for simplified monitoring and it works on all the devices in your home." ET Canada's Cheryl Hickey uses the device in her own home, and can no longer imagine her household without it.

The Internet is essential to our day-to-day lives. As our children grow, it becomes substantial in their lives as well. It provides children with supreme research tools, educational and creative games, as well as a plethora of online websites that are beneficial to our children's development. However, it also contains a significant amount of harmful content, as well as malicious individuals, that our children can be exposed to. According to various articles published by CBC.ca, child pornography and child exploitation incidents have grown a staggering amount in the last decade. The main contributing cause is the rise in popularity of the Internet and social media.

Waterloo Regional Police Chief, Bryan M. Larkin has experienced first-hand how the evolution of the Internet can negatively affect our children if we, as parents, do not act: "As we continue to modernize as a society, the traditional playground has changed for our children. Computers, tablets and smartphones are the new reality and we must learn to adapt to ensure the safety and wellbeing of our future leaders. The team at KidsWifi are strong community supporters and, as part of their

commitment to kid's safety, have developed the KidsWifi device which will ensure the safety of our most precious resource, our children." KidsWifi was built to ensure children are safe, protected, and happy. Shawn Achor, Harvard-trained happiness researcher and New York Times bestselling author of the Happiness Advantage, supports KidsWifi and their initiative to positively change our children's Internet experience: "Children are our future, and if there's one thing we want more than anything for our children it is for them to live safe, happy and meaningful lives. The rise in depression, eating disorders, [and] social loneliness has occurred side by side with the rise in technology and smart devices. Technology is not to blame, but misused technology is. The KidsWifi [device] is one of the best examples of how technology can be used to increase happiness instead of work against it."

Co-Founder of KidsWifi, John Stix, has extensive experience as an Internet executive, being immersed in the tech industry for over a decade: "It's simply time for parents and families to feel safe and sound while children are using the Internet. The Internet should be a place of safe discovery and learning but not while under constant threat from malicious individuals that want, and hope, to take advantage of children. The KidsWifi device is a simple product to use that delivers huge comfort once and for all. I wish to thank everyone that has helped to bring KidsWifi to market."

Jazmyn Bieber is ecstatic to be a part of her very first partnership, as the Kid Ambassador for KidsWifi. As a lover of technology, Jazmyn believes the Internet is an important part of the lives of kids: "My favourite part of the Internet is learning things I never knew before, playing games and watching cool videos. Without the Internet, I would definitely be sad. I think it's important for us kids to explore online. The KidsWifi [device] takes the best parts of the Internet and shows them to kids. So we're safe and we only see what we want to see."

KidsWifi is thrilled to launch an Internet safety movement with their device, by partnering with ET Canada's Cheryl Hickey and Jazmyn Bieber, and welcoming support from leaders across the globe. Made by parents, for parents, with kids in mind, the KidsWifi device strives to become an essential product in the homes of families everywhere.

#### **About KidsWifi:**

KidsWifi is an Internet safety solution built in Waterloo, Ontario. KidsWifi's goal is to embrace youthful discovery and creativity by providing families the best of the Internet and working with heartfelt determination to create technology solutions that protect families and children.

Website: [www.kidswifi.com](http://www.kidswifi.com)

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