



MEDIA RELEASE

CONTACT

Amy Smit, Communications Director
515-271-2293 (office) 515-229-9327 (cell)
amy.smit@drake.edu

FOR IMMEDIATE RELEASE

October 19, 2010

lowans focus on internet civility

DES MOINES: Character Counts In Iowa and the Des Moines Social Media Club are partnering to increase awareness about internet civility. The partnership will kick off with an event on Thursday, October 28, 2010 at Jasper Winery at 5:30p.m. The event is open to the public and there is no cost to attend.

The Reveal Your Character website (RevealYourCharacter.com) will launch at the event. The site will provide resources and information about the initiative. Strong voices from the Iowa social media community will be on hand to speak on the importance of creating an online community that values civility. Speakers will include strong local social media voices.

"We love the idea of partnering with Character Counts on this effort," said Mike Templeton, President of Social Media Club Des Moines, "The internet civility initiative speaks to a core message that our organization should be educating people about."

"The expansion of the internet and social media presents each of us an opportunity to practice our e-integrity," said Scott Raecker, executive director of Character Counts In Iowa. "To have e-integrity, our behaviors and values online should match the behaviors and values we exhibit in person."

The focus on e-integrity and online civility is part of the Reveal Your Character initiative, which highlights everyday opportunities where lowans can demonstrate their character. Character Counts In Iowa is a non-profit organization that promotes civility and good character in our homes, schools, workplaces and communities.

More information is available at RevealYourCharacter.org, CharacterCountsInIowa.org SMCDSM.com or on Twitter via #RYC.