

`The Mouse Who Went Surfing Alone` online safety for your kids



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Anti-child abuse advocate and Montgomery County, Pa. District Attorney Risa Vetri Ferman, is determined to raise awareness among children and parents about the dangers of browsing online with her just published book, *The Mouse Who Went Surfing Alone*. Inspired by her own children who, like most youngsters, are exposed to Internet games and social media networks more and more frequently, Ferman wanted to create an outlet for parents to teach kids about the importance of surfing the web safely at a level children would understand.

"Watching my son innocently navigate an online game made me realize how easy it is for children to accidentally access endless amounts of information on the Internet," said Ferman. "It's our responsibility to protect our children from dangers in both the real world and now the online world, and it is my hope that this book will be a helpful resource for parents."

To make her vision a reality, Ferman worked with her partners at Diccicco Battista Communications, a full-service brand communications agency, and artist/illustrator Stephen Herko, to bring her fictional tale to life.

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The book tells the story of Wesley, a young mouse who loved to surf. Despite his parents' warnings, he went surfing alone and encountered numerous predators. With quick thinking and common sense, Wesley avoided dangers and returned home safely. Wesley's adventure surfing on the high seas serves as a metaphor to surfing on the Internet, educating

young children about safe web browsing habits.

All proceeds of the book will benefit Mission Kids, a local non-profit organization aimed at easing the criminal justice process for abused children.

The book debuted at Mission Kid's annual fundraising event, Mission Possible, held at the Merion Tribute House on April 14.

Since the organization opened its doors in October of 2009, Mission Kids has conducted over 450 interviews with abuse victims. Many of those cases have already led to successful convictions and the abuse victims have begun the process of healing.