

ACCESS

AUG/SEPT 2010

PASSING FANCY

A look at how the forward pass has changed football

ALL ACCESS

Your calendar for the best of RCN digital cable

Weeds is His Pot of Gold

Kevin Nealon talks about the Showtime® hit

NEW SEASON BEGINS
AUGUST 16, 10 PM ET

► FIND GUIDES AND MORE AT MYACCESSMAGAZINE.COM

AROUND TOWN BOSTON



LIFE IS GOOD® FESTIVAL

SEPTEMBER 11-12
DOORS OPEN AT 11:00 AM; MUSIC STARTS AT 11:30 AM EACH DAY
PROWSE FARM AT BLUE HILLS
CANTON, MASSACHUSETTS
<http://www.lifeisgood.com/festivals>

Join Life is good, RCN, Superfly Presents and world-class musicians for the 2010 Life is good Festival at Blue Hills September 11 and 12. This one-of-a-kind benefit promises a weekend of excitement, joy and a chance to help kids in need.

Life is good, the Boston-based brand famous for its optimistic stick drawing named Jake, sells its positive clothing and accessories online and through retailers across the U.S. and in 30 other countries. The company also created the Life is good Kids Foundation, an action-oriented nonprofit group that helps young children overcome life-threatening challenges such as violence, illness and extreme poverty.

"The first thing that happens to traumatized kids is that they stop playing," says Bert Jacobs, co-founder and chief executive optimist of Life is good. "We teach childcare providers how to strengthen children's resilience and put optimism and fun back into their lives."

The foundation's Playmakers Initiative provides training, resources and support to childcare providers such as preschool teachers, social workers, psychologists, clinicians and therapists.

Playmakers learn how specially designed and guided play activities can reconnect disengaged children, renew joy and imagination, and boost their capacity to learn and grow into healthy, productive adults.

"This festival is the ultimate expression of what Life is good and the Playmakers do," Jacobs explains. "We bring a joyful approach. Life doesn't have to be heavy all the time."

HELP US HELP KIDS, AND BRING YOUR OWN KIDS, TOO! RCN is a proud sponsor of this year's Life is good Festival featuring music by Jason Mraz, Ben Harper & Relentless7, Guster, Ziggy Marley, Corinne Bailey Rae and many others, plus They Might Be Giants and other awesome groups on the Good Kids Stage.

Tickets and details at www.lifeisgood.com
Can't attend the festival? Become a virtual fundraiser or make a one-time donation online! Visit www.lifeisgood.com to learn more about the Life is good Kids Foundation and other ways you can help us help kids.

THE SPORTS FAN'S CALENDAR



Red Sox vs.		
8/13	@ Rangers	8:05 pm
8/14	@ Rangers	8:05 pm
8/15	@ Rangers	3:05 pm
8/17	Angels	7:10 pm
8/18	Angels	7:10 pm
8/19	Angels	7:10 pm
8/20	Blue Jays	7:10 pm
8/21	Blue Jays	7:10 pm
8/22	Blue Jays	1:35 pm
8/23	Mariners	7:10 pm
8/24	Mariners	7:10 pm
8/25	Mariners	1:35 pm
8/27	@ Rays	7:10 pm
8/28	@ Rays	7:10 pm
8/29	@ Rays	1:40 pm
8/31	@ Orioles	7:05 pm
9/1	@ Orioles	7:05 pm
9/2	@ Orioles	7:05 pm
9/3	White Sox	7:10 pm
9/4	White Sox	7:10 pm
9/5	White Sox	1:35 pm
9/6	Rays	7:10 pm
9/7	Rays	7:10 pm
9/8	Rays	7:10 pm
9/10	Athletics	10:05 pm
9/11	Athletics	9:05 pm
9/12	Athletics	4:05 pm
9/13	@ Mariners	10:10 pm
9/14	@ Mariners	10:10 pm
9/15	@ Mariners	6:40 pm
9/17	@ Blue Jays	7:10 pm
9/18	@ Blue Jays	7:10 pm
9/19	@ Blue Jays	1:35 pm
9/20	Orioles	7:10 pm
9/21	Orioles	7:10 pm
9/22	Orioles	7:10 pm
9/24	Yankees	7:05 pm
9/25	Yankees	TBD
9/26	Yankees	TBD
9/27	@ White Sox	8:10 pm
9/28	@ White Sox	8:10 pm
9/29	@ White Sox	8:10 pm
9/30	@ White Sox	8:10 pm

Life is good® Brings Joy to Kids in Need

LIFE IS GOOD® IS FAMOUS FOR ITS OPTIMISTIC STICK DRAWING NAMED JAKE, selling its positive products online and through more than 4,500 retailers. Through charitable work, the company also helps kids who desperately need optimism in their lives.

The Life is good Kids Foundation is an action-oriented nonprofit group committed to helping young children overcome life-threatening challenges such as poverty, violence, abuse, neglect, illness and natural disasters.

"These children may get food, shelter and water, but not optimism," says Bert Jacobs, co-founder and chief executive officer of Life is good. "The first thing that happens to



traumatized kids is that they stop playing. We teach childcare providers how to strengthen their resilience, and put optimism and fun back into these children's lives."

The foundation's Playmakers Initiative provides training, resources and support to childcare providers such as preschool teachers, social workers, psychologists, clinicians and therapists. Playmakers learn how specially designed and sensitively guided play activities reconnect disengaged children, diminish fears and anger, renew joy and imagination, and boost their capacity to learn and grow into healthy, productive adults.

Learn more about the Life is good Kids Foundation at www.lifeisgood.com.

Surfing for School

How to Find Kid-friendly Websites



BACK TO SCHOOL MEANS BACK TO THE INTERNET as kids spend more time online researching homework topics and reconnecting with teachers and friends. With websites and distractions galore, where can you find family-friendly, educational sites, and how do you avoid those that are selling to kids or collecting personal information from them?

If a child simply seeks information, and a site asks for money or personal data – name, age, phone or text number, email address, home or school address or a credit card – kids should immediately move on to a different site.

The Association for Library Service to Children, part of the American Library Association, offers a list of more than 700 kid-friendly websites at ala.org/greatsites. The ALSC

evaluates sites and suggests those appropriate for children up to age 14. The group's criteria include:

WHO SPONSORS THE SITE? The name of the person or group who created a website should be clear, and they should be accessible and responsive to questions.

WHAT IS THE SITE'S PRIMARY PURPOSE?

Content should reflect whether the goal is to educate and inspire learning, or gather information and sell products. Advertising should be limited and appropriate for children.

IS THE SITE DESIGNED FOR KIDS? Educational websites should be easy to find, read and use, with appealing, fast-loading graphics and clear explanations. No fee or personal information should be required for access, as part of an online game, or in return for something "free."

For more tips, getnetwise.org provides an online safety guide and tips on reporting online trouble. If an offer sounds too good to be true, it probably is, but there are still plenty of fun, innovative and safe sites for kids to learn from and enjoy.