



FIRST FOCUS

MAKING CHILDREN & FAMILIES THE PRIORITY

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January 23, 2014

Internet Corporation for Assigned Names and Numbers

12025 Waterfront Drive

Suite 300

Los Angeles, CA 90094

Dear:

On behalf of First Focus, a United States advocacy organization dedicated to making children and families the priority in federal and policy decisions, I write in support of Dotkids (.kids), the proposed gTLD, as a domain dedicated to serving children. In particular, our organization supports the DotKids Foundation application to manage the domain. The DotKids Foundation is a not-for-profit, community-based organization, with a commitment and mission to create a kids-friendly cyberspace that protects children from inappropriate content and promotes child participation in Internet governance. This domain provides a unique opportunity, and should recognize and care for the special needs of kids as the primary beneficiary and major end-users. To that end, you will find the DotKids Foundation distinct from the other two applications submitted by the profit-making, and non-children centric corporations.

We recognize and value that the DotKids Foundation strictly adheres to the principles of the United Nations Convention on the Rights of the Child (UNCRC), signed by the United States in 1995. The organization's express complaint-response system, together with the Monitoring Committee it proposes, will be an effective portal in monitoring the registrants. The DotKids Foundation establishes a core mandate to advocate a kids-friendly namespace.

ICANN has the opportunity with the .kids gTLD to create a safe space for children on the Internet. Our children need the protections and resources the DotKids Foundation can offer. We believe DotKids Foundation is dedicated to providing the best environment for children's participation and contributing funds to projects that support the training of children to participate in the global Internet government discourse and incorporating children-led groups into the children advisory council.

We strongly support a kids-friendly Internet space and we believe the DotKids Foundation can offer the best opportunity for this with its proposed initiatives. Thank you for your consideration of their application.

Sincerely,

Bruce Lesley
President, First Focus