



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation and WWE team up for Bullying Prevention Month

To honor Bullying Prevention Month and the release of the new WWE 2K18 game, Cybersmile have teamed up with WWE to give away a copy of the game on PS4 or Xbox One.

PALO ALTO, CALIFORNIA, OCTOBER 11, 2017 - Cybersmile and WWE are teaming up this Bullying Prevention Month to launch an exclusive giveaway, where one lucky winner will receive a free a copy of WWE 2K18 which is released worldwide on October 17th.

Throughout the month of October, organizations and governments work on a variety of initiatives to promote bullying awareness and encourage efforts to combat cyberbullying and other forms of abuse both on and offline.

To celebrate Bullying Prevention Month, Cybersmile and WWE are coming together to encourage a kinder, more positive internet, and so that people from all walks of life respect each other's differences and also help out those who are struggling.

"We are proud to be working with WWE for Bullying Prevention Month, joining forces to raise awareness of the importance of bullying prevention, while providing an inclusive opportunity to win a copy of their brand new WWE 2K18 game," - Dan Raisbeck, Co-Founder, The Cybersmile Foundation.

People can enter the giveaway simply by following the [@CybersmileHQ](#) account, retweeting and favoriting the giveaway announcement.

A random winner will be selected and announced on November 6th 2017 where they will be able to choose their preferred version of WWE 2K18 – either on PS4 or Xbox One.

Similar to its predecessors, WWE 2K18 is a professional wrestling game and for the first time since WWF SmackDown! Just Bring It, eight wrestlers will be able to join a match at once unlike previous games which capped the number to 6 wrestlers only. The Nintendo Switch version however will only support 6 wrestlers in the ring.

“During Bullying Prevention Month, WWE is proud to continue our commitment to bullying prevention through this partnership with The Cybersmile Foundation, an award-winning organization that tackles all forms of online bullying,” - Stephanie McMahon, Chief Brand Officer, WWE.

The [game](#) has been developed in a collaboration between Yukes and Visual Concepts, and is to be published by 2K Sports. It is scheduled to be released worldwide on October 17, 2017 for PlayStation 4, Xbox One and Microsoft Windows. The Nintendo Switch version is scheduled to be released in Fall 2017. It is the nineteenth game in the WWE game series.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi award winning non-profit organization committed to tackling all forms of digital abuse and bullying online. They work to promote diversity and inclusion by building a safer, more positive digital community and encouraging people to realize their full potential.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help along with support services to children and adults.

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The Cybersmile Foundation is an international non profit organization registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. (No.1147576)