



THE CYBERSMILE FOUNDATION

PRESS RELEASE

BT Unveils Hope United Shirt Sale to Raise Money for The Cybersmile Foundation

London, UK, June 9, 2021 - The Cybersmile Foundation and BT have today announced that following demand from the public on social media, BT has now unveiled limited edition shirts available to buy, to continue the fight against social media abuse and raise money for Cybersmile. The limited edition Hope United shirts will be available to buy, with all proceeds going to Cybersmile, from Friday 9th July via a link to the BT Shop which will drop on BT_UK social platforms.

Ahead of the UEFA European Championships, BT launched Hope United, a squad of athletes from across the four Home Nations who have come together to unite the nation in tackling online hate. Comprised of male and female players from England, Wales, Scotland and Northern Ireland, drawn together by their own experiences of online hate, Hope United aims to drive more support for change and educate the nation on how to protect themselves and be good digital citizens.

The public will now have the chance to pull on the campaign's recognisable shirts, which have been worn and seen online by football players and notable supporters including pop star Anne-Marie and radio host Roman Kemp. On Friday 9th July a limited number of Hope United shirts will be available at £39.99 each. All of the proceeds will go to The Cybersmile Foundation.

Football stars including Marcus Rashford, Gareth Bale, Lucy Bronze, Andy Robertson, Jordan Henderson, Ethan Ampadu, Rebecca Sellar and Demi Stokes are among those to feature in squad of 20 players managed by Rio Ferdinand and Karen Carney.

“Everybody at Cybersmile is thrilled to be selected by BT to benefit from sales of the Hope United shirt. BT and Cybersmile share the same goals of an internet where everybody feels free to communicate and express themselves without the fear of bullying, harassment and abuse.”
Scott Freeman, CEO, The Cybersmile Foundation.

Pete Jeavons, marketing communications director, said “It has been fantastic to see the positive response we have had to our campaign against social media abuse, with many people contacting us to ask where they can get a Hope United shirt. As a result we will be making a limited number of shirts available, with all proceeds being donated to The Cybersmile Foundation. But you’ll need to get in fast and watch out for the first drop on social media today and over the coming weeks!”

Squad members have appeared in BT Tech Tips content - free resources helping to give people the digital skills they need to tackle hate online. These cover the following areas:

Recognising hate crime – hate speech is a crime. Cyber bullying runs riot because people don’t think the same rules apply online. It’s never been more important to know your digital rights and responsibilities.

Being our best selves online - we’ve all commented or shared something online that we later wished we hadn’t. It’s easy to forget that digital actions have lasting, real-world consequences. Learn tips on how to become a better digital citizen.

Supporting our kids online - children have spent an unprecedented amount of time online this year and it hasn’t all been positive. Learn new tactics to support them becoming better digital citizens.

Being a good team player online – Victims of cyberbullying are increasingly suffering in silence. We can’t assume people are okay just because they’re behind a screen. Let’s unite to fight hate by actively checking in on friends. Let’s join together and commit to spreading hope.

Hope United contributes towards BT Skills for Tomorrow’s ambitious target to reach 25 million people with the skills they need to make the most of life in the digital world. In line with BT’s purpose to Connect for Good, the new ambition aims to help more people across the UK have the skills they need to stay connected, tackle the digital divide and support the UK’s economic recovery.

ABOUT BT

BT Group is the UK’s leading telecommunications and network provider and a leading provider of global communications services and solutions, serving customers in 180 countries. Its principal activities in the UK include the provision of fixed voice, mobile, broadband and TV (including Sport) and a range of products and services over converged fixed and mobile networks to consumer, business and public sector customers. For its global customers, BT provides managed services, security and network and IT infrastructure services to support their operations all over the world. BT consists of four customer-facing units: Consumer, Enterprise, Global and its wholly-owned subsidiary, Openreach, which provides access network services to over 650 communications provider customers who sell phone, broadband and Ethernet services to homes and businesses across the UK.

For the year ended 31 March 2021, BT Group's reported revenue was £21,331m with reported profit before taxation of £1,804m.

British Telecommunications plc is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on the London Stock Exchange.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning non-profit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. They work to promote kindness, diversity and inclusion by building a safer, more positive digital community and encouraging people to realize their full potential without the fear of ridicule and abuse. Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help and support services to children and adults around the world.

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The Cybersmile Foundation is an international nonprofit 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)