



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Brian Krzanich and Mark Cuban play charity match for Cybersmile raising \$38,000

The charity match with Intel CEO Brian Krzanich and Mark Cuban was livestreamed around the world through the Twitch platform.

PALO ALTO, CALIFORNIA, NOVEMBER 23, 2015 - The charity match in aid of Cybersmile this Saturday at IEM in San Jose raised the roof through a combination of a thrilling League of Legends showcase match and colourful language from Mark Cuban resulting in a \$15,000 fine which was doubled to \$30,000 after repeating the F-Bomb.

The match was seen around the world and raised significant awareness of Cybersmile's support services which led to an increase in users visiting the website, where they could access a number of gaming resources to help them with online abuse.

#TeamCuban won the match with a particularly strong performance by Voyboy. With Intel's fundraising in addition to Mark Cuban's fines, a total of \$38,000 was raised for Cybersmile from the event.

Reaction to the match was positive with gamers and fans tuning in and sharing their thoughts across social media.

"I've been involved in eSports for over a decade. That @LeagueOfLegends ARAM @IEM was one of the greatest things I've ever seen," - @Themohawkmike

"It was happy, and so are the comments online. Gaming needed this," - @ToSantaOfficial

"Just wanted to say that the charity match in San Jose was absolutely legendary! It was like watching gaming but in the future with everyone happy and enjoying themselves...the

bit with Mark Cuban swearing to donate \$30000 was hilarious! It was so nice to see a real show, real entertainment with everybody happy and excited,” - GamerGirl

To find out more about [Cybersmile’s Official Partners](#) visit the website.

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)