



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Britain's Biggest TikTok Star Holly H Announced As Official Cybersmile Ambassador

London, UK, October 5th, 2020 - The Cybersmile Foundation have announced that the UK's biggest TikTok star, Holly H has joined the Cybersmile team to become their newest official Ambassador.

Holly H, also known as Holly Hubert started out on the video sharing platform Vine before growing a powerful audience of almost 20 million followers across TikTok, Instagram, YouTube and Twitter. Holly's content is lighthearted, positive and empowering to young people. Her approach to TikTok and social media is one that inspires, champions inclusivity and respect whilst making the most of life, with her videos amassing billions of views and 16.6 million followers on TikTok alone.

"We are very proud and excited to welcome Holly H as our newest Cybersmile Ambassador. The incredible level of engagement that she has with young people will help us to reach millions with important messages and campaigns of education, support and empowerment with a focus on key areas such as anti-cyberbullying, digital wellbeing and mental health." said Dan Raisbeck, Co-founder of The Cybersmile Foundation.

Holly H is no stranger to some of the challenges young people face. While still in school, she suffered from anxiety and turned to creating social media content to escape. The turning point in her career came when she turned down a place at the London University of the Arts to study media so she could instead focus on her growing success online.

"I've admired Cybersmile and the difference their support and services can have for young people for some time and I'm overwhelmed they've invited me to support them. Everyone should have the freedom to be themselves online without fear of negativity - I found my voice and identity online through the kindness of others and I can't wait to help others find theirs too." added Holly H.

Holly H joins a host of international celebrities who are existing official Cybersmile Ambassadors including singer Normani, two-time WWE Women's World Tag Team Champion Nikki Cross, four-time professional Call of Duty Champion Doug 'FaZe Censor'

Martin, body confidence influencer Chessie King, singer Johnny Orlando, social media personality and golf star Paige Spiranac and many more.

In addition to raising awareness of Cybersmile's education and support services to millions of young people, Holly H and Cybersmile will work together identifying meaningful programs and services which resonate with those most in need of support with issues including bullying, digital wellbeing and mental health.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organisation 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 realise 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 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)