



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Chessie King Announced As Official Cybersmile Ambassador And Media Spokesperson

LONDON, UK, DECEMBER 5, 2019 - The Cybersmile Foundation have announced body confidence influencer Chessie King as an official Cybersmile Ambassador and media spokesperson.

Chessie King has amassed a loyal following of almost 700,000 subscribers on her Instagram account and is known for sharing inspiring messages of body confidence, kindness and self-empowerment. Chessie regularly shares tips with her community on dealing with important issues including mental health, physical wellbeing and body image issues.

“Working with Cybersmile over the past few years has really helped me understand how I can use my voice to support people being bullied - online & offline. I feel a huge responsibility to speak up for anyone being victimised and to continue to build an army of powerful humans, standing up for themselves & others. I want to empower people to realise their worth whilst understanding the impact trolling can have. I’m extremely proud to say I have been recruited by Cybersmile to fight front line in cyberbullying,” said Chessie King, Ambassador, The Cybersmile Foundation.

Last year, Chessie and Cybersmile worked together on a successful body confidence campaign which went on to be covered by mainstream media in 10 countries and achieved over 5 million video views on social media. The campaign won numerous awards including Bronze, Silver and Gold Lions at the 2018 Cannes Lions International Festival.

Following on from the success of last year's body confidence campaign, this November Cybersmile and Chessie teamed up again to launch an Anti-Bullying Week *Banter or Bullying?* campaign alongside Instagram. The week-long initiative aimed to educate internet users and spark important conversations among young people about the fine line between banter and bullying. The campaign also featured Zoella founder, Zoe Sugg and comedian Mo Gilligan.

"Everybody at Cybersmile is proud to welcome Chessie as an official Cybersmile Ambassador. It has been a pleasure to work alongside Chessie over the last few years, and we are very excited to build on that previous success by working together to support, empower and inspire more people than ever before," said Laura Lewandowski, Chief Policy Officer, The Cybersmile Foundation.

Chessie's previous work with Cybersmile and her honest and powerful messages of self-acceptance and kindness make her perfectly aligned to further the Cybersmile mission for a truly inclusive internet without fear of ridicule, threats and abuse.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organisation committed to tackling all forms of digital abuse and bullying 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 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).