



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Claire's Raise Over \$57000 For Cybersmile During Bullying Prevention Month Campaign

For the entire month of October, Claire's and Cybersmile teamed up to deliver educational and inspiring content while raising money for Cybersmile's Global Support Service, which offers trained support to young and vulnerable internet users being affected by bullying and abuse.

PALO ALTO, CALIFORNIA, NOVEMBER 23, 2017 - High street retailer Claire's have raised over \$57000 for Cybersmile after a successful Bullying Prevention Month campaign involving a whole host of Cybersmile Ambassadors, celebrities and influencers.

During the month of October, select Claire's stores across North America and the U.K. fundraised for Cybersmile, with customers being encouraged to make a donation at the in-store point of sale. As part of the campaign, Cybersmile and Claire's engaged young audiences online with positive, inspiring content and shared tips on how to deal with cyberbullying and online abuse.

"Working alongside Cybersmile for the month of October brought awareness and hopefully touched many lives. We are proud of being awarded as the winners of October's Cybersmiler of the Month Award, our partnership is very important as we work together to end cyberbullying and the effect negativity online has on young girls. We want to share this with our customers by making them part of our mission to make a positive impact and supporting another," - Hind Palmer, Global Brand Marketing & PR Director, Claire's.

Throughout the month, exclusive celebrity Positive Playlists were released to engage young audiences with co-branded, inspiring and educational graphics shared through social media, encouraging young users to #DreamBigWithClaire's whilst informing young internet users about the harmful effects of cyberbullying and what they could do to help themselves and others who might fall victim to online abuse.

"Everybody at Cybersmile is hugely grateful to Claire's for choosing to work with us for their Bullying Prevention Month campaign. Our campaign together enabled us to deliver vital internet safety messages through fun and exciting activities, and the money raised will enable us to deliver crucial support to young and vulnerable internet users around the world," - Iain Alexander, Head of Engagement, The Cybersmile Foundation.

To launch the campaign, Cybersmile announced a global giveaway with a number of exclusive Claire's and official Cybersmile products including a surprise Cybersmile #POSITIVITY t-shirt signed by Johnny Orlando, which was won by an entrant from Algeria.

Normani Kordei, Lauren and Johnny Orlando, Katie Cassidy and Paige Spiranac were among the Cybersmile Ambassadors who participated in the campaign, sharing their tweets, posts of support and Positive Playlists - a selection of their favorite tunes that help them get motivated.

The money raised during the campaign will fund Cybersmile's Global Support Service, which provides 24-hour support for young and vulnerable internet users - wherever they are in the world.

Find out more about [Cybersmile's Global Support Service](#) by visiting their 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.

CONTACT

Iain Alexander

+1 (650) 617-3474

pressoffice@cybersmile.org

<https://www.cybersmile.org>

U.S. WEST

530 Lytton Avenue

2nd Floor

Palo Alto

CA 94301

U.S. EAST

99 Hudson Street

5th Floor

TriBeCa

New York

NY 10013

U.K. &

INTERNATIONAL

3, London Bridge Street

Third Floor

London

SE1 9SG

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)