



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Cybersmile And Card Kingdom Team Up On Magic For Her Campaign In Honor Of Women's History Month

As part of Card Kingdom's efforts to support the game community as a whole, they have organized an online fundraiser for Cybersmile, and will donate 100% of the profits of their new 'Magic for Her' products throughout the month of March.

PALO ALTO, CALIFORNIA, MARCH 1, 2018 - Cybersmile and Card Kingdom have teamed up on a new campaign to reject cyberbullying, harassment and stereotyping of women in the gaming community - and to encourage inclusion and kindness both on and offline.

Card Kingdom is one of the world's largest online retailers for the popular card game Magic: The Gathering, which was established in 1993. With a large community of players across America and around the world, Card Kingdom has a passionate, diverse audience and an extremely loyal fanbase. With two brick and mortar game stores in Seattle, known as Mox Boarding House, players of 'Magic' also travel and come together to play in tournaments and participate in other community activities throughout the year.

Addressing toxicity online has been a priority for Card Kingdom since an incident last year involving harassment of players in the community emerged.

"The online harassment that occurred last year, and keeps occurring, in the Magic: The Gathering and online communities is deeply troubling. It does not represent our company or our community values. As such, we wanted to do something that would not only draw a line in the sand regarding where we stand, but also do some good – thus Magic for Her

was born. I'll add that it's also been quite enjoyable to poke fun at product marketing aimed at women," - Terra Clarke Olsen, Head of Marketing, Card Kingdom.

As part of Card Kingdom's efforts to support the game community as a whole, they have organized an online fundraiser for Cybersmile, and will donate 100% of the profits of their new 'Magic for Her' products throughout the month of March.

"We have chosen Cybersmile as the beneficiary of our Magic for Her campaign because of their ongoing and committed efforts to combat cyberbullying, as well as to create a brighter, kinder internet. We feel strongly that the gaming community is a space where everyone should feel welcomed, and Cybersmile is actively working towards this mission. We are inspired by their work, and we hope our customers are as well," - Lyla Ross, Program Manager for ENGAGE, Card Kingdom's philanthropic arm.

Funds raised by the campaign will help sustain Cybersmile's Global Support Service, providing victims of online abuse with practical and emotional support - wherever they are in the world.

"We are excited to have been selected by Card Kingdom for this campaign in honor of Women's History Month. Their work to address toxicity in the gaming community is very important and welcome. Cybersmile believes everybody should be able to enjoy gaming and interacting without fear of bullying, threats and abuse," - Dan Raisbeck, Co-Founder, The Cybersmile Foundation.

You can [click here](#) to participate in the online fundraiser, or [click here](#) to buy select products that will support Cybersmile's work.

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

3rd Floor

London

SE1 9SG

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