



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Cybersmile And Ingenuity London Announce Official PR Partnership For U.K. Activities

LONDON, UK, JANUARY 16, 2019 - The Cybersmile Foundation have announced an exciting new partnership with U.K. based PR and communications experts Ingenuity London.

Ingenuity will provide Cybersmile with strategic PR support in areas including thought leadership, research activities, media relations and corporate outreach for all activities in the U.K.

Ingenuity worked closely with Cybersmile on the recent Banter or Bullying? campaign alongside Instagram - supporting Cybersmile's efforts to spark meaningful conversation among young people and to educate internet users about the use and misuse of banter.

"When we heard Cybersmile were looking for PR support we were immediately keen to look at ways we could help. Cybersmile are an amazing organisation, making a real impact on such an important issue, we're proud to be their PR partner in the U.K. Things got off to an exciting start with the campaign alongside Instagram, and we're looking forward to working with them on more exciting projects in 2020," said Jessie McLaren Webb, Head of PR & Content, Ingenuity.

Ingenuity is a leading London PR and business development consultancy supporting both agencies and brand marketers. With their effective model of creating business relationships between agencies, brands and technology companies, Ingenuity have become a go-to agency for many leading brands.

“Everybody at Cybersmile is incredibly grateful to Ingenuity for committing to help us further our mission through PR and media support. Ingenuity had a huge impact on our Banter or Bullying? campaign alongside Instagram last year and I have no doubt that they will have a huge impact on Cybersmile’s activities in 2020,” said Dan Raisbeck, Co-founder, The Cybersmile Foundation.

In addition to enhancing Cybersmile’s media profile through conventional PR and media support for campaigns and activities, Ingenuity will also work to raise awareness of Cybersmile’s support services among corporate stakeholders, governments and organizations.

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).