



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Cybersmile And Mixer Announce Anti-Cyberbullying Partnership

PALO ALTO, USA, MARCH 29, 2019 - The Cybersmile Foundation have announced an exciting new anti-cyberbullying partnership with Microsoft's game streaming platform, Mixer. Alongside the Mixer team, Cybersmile will be launching a joint campaign titled "The UnAwareness Movement" which is designed to focus on positivity in the gaming space and take away the attention from bullying and toxicity.

"When looking to align with a non-profit for this movement, we really wanted to find an organization that wasn't simply looking for a new sponsor, where we'd pay to have our logo included on their website. We really wanted a partner. An organization that understands the gaming ecosystem, and an organization who we could work with long-term on a cause that is important to our community and our brand. Since we first contacted Cybersmile, we've been inspired by their mission and are looking forward to developing a long-lasting partnership where we can work together to build a positive, safe, inclusive and diverse gaming community for all," - Josh Munsee, Microsoft.

For the month of April, viewers on [Mixer.com](https://mixer.com), the Mixer app and Mixer on Xbox will have the opportunity to support the movement and also to help raise funds for Cybersmile by purchasing 'Embers,' Mixer's virtual currency. Embers can be used to activate the exclusive UnAwareness campaign-themed skills on their favorite Mixer streamers channels for a limited time.

"With The Cybersmile Foundation, we found an organization to partner with that has additional resources and tools to support individuals who have been impacted by cyberbullying and harassment. We saw an organization with a history of forming deep partnerships with brands, working together to deliver truly ground-breaking campaigns to educate and raise awareness of the impact that cyberbullying can have. And lastly,

we found an organization that truly understands and wants to help tackle the issues specific to the gaming community,” - Josh Munsee, Microsoft.

The campaign runs April 4th - 30th where 100% of all funds used to purchase embers on the UnAwareness-specific skills will be donated to Cybersmile. The donation will help to train and develop gaming specific conversational understanding, resources and solutions for Cybersmile Assistant, the foundation’s recently launched AI smart assistant.

“Everybody at Cybersmile is honored to be working alongside Mixer, toward our shared goal of a truly inclusive gaming environment. Mixer’s long-term commitment is commendable, and we are proud to stand alongside them and work together for maximum social impact,” - Scott Freeman, CEO, The Cybersmile Foundation.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award winning nonprofit 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 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.

CONTACT

Press Officer

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

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).