



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Cybersmile Announce Disabled Rights & Representation Advocate Jillian Mercado as Official Ambassador

NEW YORK, USA, June 16, 2023 - We are proud to announce Latinx fashion model, actress and disabled rights advocate Jillian Mercado as our newest official Cybersmile ambassador.

In her new role, Jillian joins a host of celebrities and public figures including the likes of Hollywood actress Garcelle Beauvais, singer-songwriter Normani and TikTok star Holly H in supporting Cybersmile's mission for a truly inclusive internet where everybody feels free to communicate, learn and express themselves online without the fear of ridicule and abuse.

Jillian is a powerful advocate for disabled rights & representation in the world of fashion with a particular focus on the intersection of gender and disability. She has fronted numerous campaigns including Beyoncé's new single launch and World Formation tour. She has also worked with UN Secretary-General António Guterres to reduce inequality - one of the UN's 17 Sustainable Development Goals.

Laura Lewandowski, Chief Policy Officer of The Cybersmile Foundation, said: "We are honored to welcome Jillian as an official Cybersmile ambassador. Her powerful work around disabled rights and representation in the fashion industry is truly impressive. We are excited to work together for a meaningful impact on and offline."

A native New Yorker born to Dominican parents, Mercado was first diagnosed with spastic muscular dystrophy as a child, and has been wheelchair bound for most of her life. Despite her disability, she has become one of the most prominent voices in the fashion and entertainment industries, advocating for equality and more opportunities for people with disabilities and from marginalized groups.

Jillian Mercado, Cybersmile Ambassador, said: “I am proud to become a Cybersmile ambassador and work alongside them in their mission for a truly inclusive internet. I look forward to supporting their efforts to continue delivering highly impactful programs and creative campaigns that demonstrate the immense power that exists within diversity and representation.”

Integral to a number of high profile campaigns for the likes of Nordstrom, Target and Olay, Jillian has become a powerful force in the world of fashion. She has been featured in publications including Teen Vogue, Cosmopolitan, Glamour, InStyle, Refinery29, Forbes, Bustle, New York Times and more.

In addition to her important advocacy work, Jillian is also a model and actress who most recently appeared in the popular Showtime series The L Word: Generation Q, playing the role of Maribel Suarez alongside Jennifer Beals.

Jillian is currently starring in the short film “My Eyes Are Up Here” which shares a contemporary, universal story about dating, disability, and diversity - screening at this year’s Tribeca Film Festival.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community. Through education, research, awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower those affected and their families to regain control of their lives.

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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)