



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation and Claire's Announce Joint International Campaign For Bullying Prevention Month.

TRIBECA, NEW YORK, SEPTEMBER 20, 2018 - The Cybersmile Foundation and high street retailer Claire's have announced their second international campaign for Bullying Prevention Month 2018. Following the success of their 2017 anti-bullying campaign, which raised over \$57,000 during the month long partnership, this year's campaign is titled #ClaireCares and launches September 20th and runs until October 27th.

Claire's stores across North America, Canada, and the U.K, will be fundraising during the campaign to raise crucial funds for Cybersmile's educational and support services. The campaign will also provide Claire's customers and the wider community with tips and advice for dealing with all types of bullying and abuse online.

The #ClaireCares campaign will feature exclusive giveaways, influencer interviews, behind the scenes Instagram stories and Positive Playlists from influencers around the world. Social media users are invited to follow the campaign on Facebook, Instagram, Snapchat, Twitter and YouTube, along with being able to support using the hashtag #ClaireCares.

"Following the huge success of last year's campaign, we are thrilled to be working with Claire's again for Bullying Prevention Month 2018. Claire's commitment to making the internet a kinder and safer place for young and vulnerable internet users is commendable and we are honored to be changing and saving lives alongside them." - Scott Freeman, CEO, The Cybersmile Foundation.

In support of Claire's ongoing commitment to addressing issues directly affecting their customers, Cybersmile will be encouraging Internet users to respect each other and

support one other when experiencing cyberbullying or abuse online, as well as providing tips for dealing with cyberbullying to young and vulnerable internet users around the world.

“With most of our customers being exposed to the social media world, where they can sadly experience cyberbullying or negativity online, we are really pleased to be working alongside Cybersmile throughout October. Here at Claire’s we believe in all our girls to be able to positively encourage and support each other whether it’s through social media or in person making our #ClaireCares campaign the perfect platform to speak to our girls against cyberbullying.” - Hind Palmer, Claire’s Global Brand Marketing & PR Director.

Claire’s is a globally recognized brand with over 3000 stores in 45 countries and is one of the worlds leading fashionable jewelry and accessories retailers for young women, teens, tweens and kids. They have served over 900 million female customers worldwide and are a go-to destination for inspiring merchandise assortments of fashionable and affordable products.

For more information, or to get involved with the campaign you can follow @CybersmileHQ on Twitter and use #ClaireCares. The campaign will run from September 20th to October 27th.

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.

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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)