



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Cybersmile & Zink Talent Launch Beyond Profiles Campaign on Stop Cyberbullying Day

PALO ALTO, Calif. (June. 21, 2024) – The Cybersmile Foundation and Zink Talent have announced “Beyond Profiles,” an influencer-led campaign to raise awareness of the profound impact that cyberbullying can have on mental health.

Launched in honor of Stop Cyberbullying Day, *Beyond Profiles* aims to spark meaningful conversation and promote positive actions against online abuse through the personal experiences of influencers and content creators whose lives have been deeply affected by the issue.

The campaign short, filmed at a studio location in Los Angeles, features three creators who each share powerful first-hand testimonies relating to their own experiences of cyberbullying and abuse. They remind viewers that there are real feelings and emotions behind social media accounts.

“There is very little as powerful as hearing first-hand experiences that have deeply impacted people’s lives. This *Beyond Profiles* campaign effectively demonstrates the profound impact that cyberbullying and abuse can have on the lives of those targeted,” said Laura Lewandowski, Chief Policy Officer for The Cybersmile Foundation.

The film features the following influencers:

Sydney Gordon, reality TV star, went on a show to find love but instead faced a very different kind of experience. Following a public backlash and after receiving death threats and hundreds of hate messages, she is now hoping to use her platform for good to raise awareness of the realities of cyberbullying and prevent what happened to her.

Christie Val, who was the first bald model for Sports Illustrated and the founder of Baldtourage, a community for girls with alopecia, hid behind a wig and didn’t want anyone to

know about her condition when she was first diagnosed. She is now proud of herself and has become an inspiration to many young women.

“Cyberbullying has reached unprecedented levels, and it’s time to take a stand. At Zink Talent, we are deeply committed to partnering with Cybersmile to ignite the conversation about cyberbullying prevention. By leveraging our network of influencers and their reach, we are confident that we can spread this crucial message and help make social media a more positive and supportive space,” said Samantha Zink, Founder of Zink Talent.

Charlie Rocket started in the music industry, representing talent like 2 Chainz. Charlie sold over 10 million records and went on to participate in 8 world tours, receiving 4 Grammy nominations and bringing home one Grammy with award-winning artist 2 Chainz. However, after being diagnosed with a brain tumor and surviving, he decided to follow his passion for helping other people and started a foundation called Dream Machine, where he helps struggling kids around the world make their dreams come true.

Beyond Profiles is the first installment of a recently announced strategic partnership between Cybersmile and Zink Talent, which will utilize the power of creators to tackle key digital wellbeing-related issues.

The short film will be shared by participating influencers as well as across Cybersmile and Zink social channels, raising awareness of the impact of cyberbullying and reminding internet users that there are real people with real feelings behind social media accounts.

ABOUT ZINK TALENT

Samantha Zink is the Founder and CEO of Zink Talent, a visionary talent management agency that represents a diverse array of digital creators and influencers. The team is composed of professionals who specialize in managing collaborations and brand deals for influencers. The agency’s impressive portfolio includes partnerships with renowned brands such as Patrick Ta, YSL Beauty, Dior Beauty, Michael Kors, Celine, Nike, Adidas, Puma, Amazon, David Yurman, and Charlotte Tilbury. With a focus on empowering talent and fostering positive online environments, Zink Talent is at the forefront of leveraging influencer platforms for meaningful change.

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.

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)