



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Cybersmile and ESL announce Official Charity Partnership

Cybersmile and ESL announce partnership to further extend Cybersmile's support facilities to gamers around the world through eSports and elsewhere in the industry.

PALO ALTO, CALIFORNIA, SEPTEMBER 28, 2016 - The Cybersmile Foundation and ESL have announced the launch of a new partnership that is part of a wider incentive to address toxicity within the gaming and tech industries. Cybersmile and ESL will work to make sure that everyone can enjoy everything the world of technology has to offer without fear of threats and abuse.

ESL, a part of the international digital entertainment group MTG, is the world's largest eSports company and hosts many of the world's top gaming tournaments. Hundreds of professional eSports teams compete globally every year in fiercely fought contests for huge prizes. ESL is also a leading eSports content producer on prominent online broadcasting platforms, including Twitch, Yahoo!, Azubu and Hitbox, with millions of gamers tuning into ESL events such as the epic Intel® Extreme Masters World Championship in March 2016, which attracted over 113,000 stadium show attendees and 34 million unique online viewers.

"Everybody at ESL is delighted to start working with Cybersmile within this exciting new partnership. Their mission to equip vulnerable gamers and support players needing help with the necessary tools and advice sits perfectly with ESL's commitment to fight toxicity and cyberbullying in eSports and gaming. Exciting times ahead!" - Craig Levine, CEO, ESL America.

Cybersmile has been working to address online abuse in the competitive gaming space since early 2015, forming partnerships and working to develop solutions with leading tech organizations that include corporations such as Intel and Twitter. As a leader in the eSports scene, ESL's support will widen the reach of Cybersmile resources for those who are affected by online abuse and promote positive gaming campaigns and experiences. Cybersmile will also increase its presence at ESL events around the world, further developing its role within the gaming and eSports industries.

"Becoming an Official Charity Partner to ESL is a perfect fit for Cybersmile. Being able to engage with millions of gamers and the gaming industry as a whole in such a direct way is going to have a huge impact on our mission for truly diverse and inclusive gaming and eSports environments," - Dan Raisbeck, Co-Founder, The Cybersmile Foundation.

As eSports and competitive gaming continue to grow, the issue of abuse remains an ongoing challenge for the industry and its players. Hate speech, racism, misogyny, and homophobia are toxic elements that are not acceptable within gaming. Cybersmile and ESL's new partnership will aim to send out a clear message of inclusion to gamers and address the wider issues of abuse to encourage a positive gaming environment for all players.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi award winning non-profit 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.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help along with support services to children and adults.

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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)