



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

# **Cybersmile and Urban Decay Team Up with 3x World Champion Swimmer Anastasia Pagonis on Stop Cyberbullying Day**

**PALO ALTO, USA, June 16, 2023** - Cybersmile and Urban Decay have teamed up with three-time world swimming champion Anastasia Pagonis to help stop cyberbullying and make the internet a kinder place through the ongoing ONLINE BULLYING HURTS IRL initiative which has been positively impacting internet users since 2021.

The collaboration features a powerful call-to-action video series starring Pagonis as the latest installment of Cybersmile and Urban Decay's long standing partnership. Pagonis, 19, who lost her sight at age 14 as the result of an autoimmune disease, shares her personal experience with bullying and outlines four simple steps anyone can take to combat "trolls" in the campaign video. Subsequent films provide more in-depth details about how to stop hate and spread love on social media.

"Losing my vision was hard enough and it's even worse when people online accuse me of lying about it," said Pagonis. "Negative energy belongs in the trash—not in our feeds."

ONLINE BULLYING HURTS IRL has already started to kick off on Urban Decay's social media channels with Cybersmile Mondays, a mental health initiative from the brand centered around digital wellbeing. Through social content, Urban Decay will speak to their audience through organic content showcasing acts and words of kindness. In addition, to continue providing vital resources and support to its community and beyond, the beauty brand is also making a \$75,000 donation to The Cybersmile Foundation. This pledge marks three years of partnership and a total contribution of \$300,000 to the organization.

"We've always championed individuality at Urban Decay and believe that everyone should be able to freely express their authentic selves online without being subject to abuse," said Eva

Erdmann, President, Urban Decay Global. “We are thrilled to have someone as dynamic, determined, and accomplished as Anastasia joining us on our mission to end cyberbullying and create safe digital spaces for all.”

Since 2021, Urban Decay has worked alongside The Cybersmile Foundation to develop free educational materials and provide assistance to victims of online bullying and their families.

Laura Lewandowski from The Cybersmile Foundation said: “We are extremely proud to be working alongside Anastasia as part of our long-term partnership with Urban Decay. She is a powerful, inspiring and authentic advocate for kindness and empathy - all of which align perfectly with our organizational mission and values.”

## **ABOUT URBAN DECAY COSMETICS**

Urban Decay Cosmetics appeals to those who relish their individuality and embrace what makes them different. We have challenged the industry’s definition of beauty since 1996, when we disrupted the sea of pink dominating makeup counters everywhere. Badass, cruelty-free, high-performance makeup. Reinvention over perfection. Inspiration without replication. Kindness over cruelty. Unsubscribe from beauty telling you to be pretty. Be whatever you want to be. For more information, visit [urbandecay.com](http://urbandecay.com) or follow [@urbandecaycosmetics](https://www.instagram.com/urbandecaycosmetics).

## **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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