



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Cybersmile announce new Global Activist Program

Cybersmile Activists from around the world can connect with each other using the #ImACybersmiler hashtag - building a network of like-minded internet users who all want the same thing - an internet without bullying, fear, threats and abuse.

PALO ALTO, CALIFORNIA, SEPTEMBER 7, 2017 - The Cybersmile Foundation have announced the launch of their Cybersmile Activist Program that will address the balance of negativity on the internet through the encouragement and reward of positive online behavior.

Since 2010, an organically grown number of internet users from around the world have used the #ImACybersmiler hashtag to promote a positive and inclusive internet sharing happy, inspiring content ranging from selfies, memes and blogs through to advice, support and reassurance – all contributing to a brighter, kinder internet.

The Cybersmile Activist Program aims to strengthen the #ImACybersmiler movement and provide exclusive rewards to everybody who promotes a more inclusive internet – without bullying, fear, threats and abuse.

Cybersmile activists will be able to sign up to an exclusive activist newsletter providing a host of opportunities from celebrity meet and greets through to exciting contests and VIP experiences. In addition to being a registered Cybersmile activist, people using the hashtag #ImACybersmiler will automatically be entered into monthly giveaways where they can win fun prizes from new games to merch, gadgets and mystery items.

“We want to inspire and encourage people of all ages, from all walks of life to share positive messages, promoting kindness, empathy and happiness through our Activist Program. We will award exciting prizes every month to people on Twitter, Instagram, Youtube and Facebook who make a positive contribution to online conversation using the #ImACybersmiler hashtag in their posts - whether it’s a text comment, a picture, a meme or video. The more that people post, the brighter the internet becomes and the bigger their chances are of winning exclusive prizes - great news for everybody,” Iain Alexander, Head of Engagement, The Cybersmile Foundation.

The Cybersmile Activist Program is open to all ages and all locations around the world. People can participate by sharing their positive content using the #ImACybersmiler hashtag – recognized by celebrity activists, brands and supporters of The Cybersmile Foundation globally.

Through the use of positive social posts, and connecting with other Cybersmile Activists around the world – users will be able to change and even save lives whilst also building an online following of likeminded people who share a desire for an internet free from abuse.

Internet users can learn more about becoming a Cybersmile Activist by downloading the [Cybersmile Activist Kit](#). Public contributions will be regularly reviewed, with the most inspiring and positive posts being shared and featured. People can also sign up to the Activist Newsletter within the activist kit to access celebrity meetups, VIP experiences and much more.

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)