



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

### **Cybersmile selected as charity partner for Wicked for Good Program**

**LONDON, UK, JUNE 29, 2015** - The Cybersmile Foundation has been selected as one of the official charity partners by *Wicked*, London's leading West End musical production. Cybersmile will participate in the *Wicked for Good* program, which fundraises for a number of special causes throughout the year.

*Wicked for Good* hosted an event in London today celebrating their new partnerships aiming to raise awareness and funds for a number of organizations.

The alignment with Cybersmile and *Wicked* will raise further awareness of online abuse while encouraging positivity. The *Wicked* story includes many themes related to bullying and how this can affect people's relationships and happiness – and aligns with Cybersmile's mission for a truly diverse and inclusive world, free from fear, threats and abuse both on and offline.

"We are very proud to be partnering with such a high profile production that takes the term 'For Good' as seriously as it does. *Wicked* has incredible messages of friendship and loyalty which we are excited about amplifying to our service users and subscribers," - Scott Freeman, CEO, The Cybersmile Foundation.

Earlier this month leading up to Stop Cyberbullying Day, the *Wicked* cast spoke out about Cybersmile's cause at select performances encouraging donations from theatre-goers which raised £3,380.09.

Cybersmile and Wicked will continue their efforts to address cyberbullying in the coming months with further announcements.

To discover more about Cybersmile partnerships log on to the [Corporate Partner section](#) of the website.

## **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)