



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

### **Intel and The Cybersmile Foundation announce Diversity Partnership**

*Cybersmile will work alongside Intel in addressing diversity and inclusion both on and offline.*

**PALO ALTO, CALIFORNIA, JANUARY 7, 2015** - As part of a new investment plan to improve diversity in the tech industry, Intel have chosen to partner with Cybersmile among a host of international organizations.

Intel announced that it would be investing \$300 million in the next five years at the International Consumer Electronics Show in Las Vegas, Nevada, to improve levels of diversity in the tech industry.

As well as making changes to the hiring and staff structure at Intel itself, the technology company is engaging with other initiatives and organizations to make a positive difference to the wider digital community as a whole alongside Cybersmile as one of their partners.

“Our goal with Intel Technology is to help solve real problems and enable experiences that are truly desired by people and businesses. In order to do this, we must also do more to lead the growth of diversity and inclusion with the technology industry. Women and underrepresented minorities will continue to play a greater role as consumers, influencers, creators and leaders,” - Brian Krzanich, Intel CEO.

Together with Intel and other selected organizations, Cybersmile will help to facilitate diversity and inclusion in the digital world by supporting the women and girls, who for many different reasons have been underrepresented within the industry both on and offline. In addition to providing help and support, Cybersmile will be developing a new gaming

related area on its website – a platform to promote innovative organizations and initiatives from around the world, industry related interviews, gaming abuse specific support and more.

“Following the shocking figures on underrepresentation within the tech industry and repeated stories of digital abuse in 2014, we are thrilled to be working with Intel and selected non-profit organizations to address these issues and facilitate positive change. It is amazing that a corporation with the public and professional presence of Intel has chosen to take such a positive, proactive step to tackle this problem head on and we commend them for this commitment to diversifying the industry,” Scott Freeman, CEO, The Cybersmile Foundation.

Cybersmile will provide support to anybody affected by online abuse, whether a nervous first time gamer right through to an experienced journalist who has received constant abuse and needs a fresh perspective on their situation. Cybersmile will also be developing a Global Support Service as part of the partnership, made up of multilingual support advisors trained in the areas of online abuse and harassment.

To read more about Intel’s plans for diversity as well as new technology and products they previewed at CES 2015, [click here to visit their Newsroom](#).

## **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)