



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Kathryn Bernardo and Daniel Padilla become Official Cybersmile Ambassadors

With a combined social media reach of over 22 million, Daniel and Kathryn will be raising awareness of the impact of cyberbullying and digital abuse to huge numbers of internet users around the world - while promoting the Cybersmile message of inclusion, kindness and positivity.

PALO ALTO, CALIFORNIA, JULY 12, 2017 - Cybersmile have announced that teen superstars Kathryn Bernardo and Daniel Padilla, popularly known as KathNiel have become Official Ambassadors to raise awareness of online abuse and promote a positive and inclusive internet.

The two major stars recently participated in a PSA with Cybersmile on Stop Cyberbullying Day, sharing their thoughts on cyberbullying and online abuse while encouraging their large fan base to participate in making the internet a brighter, more inclusive environment.

“No one has any right to disrespect others and be rude because you are not seen or can be anonymous on cyberspace. I would like people to be aware of the ill effects of cyberbullying and as an Official Cybersmile Ambassador, I hope that I would be able to raise awareness on this in my country,” - Daniel Padilla, Official Ambassador, The Cybersmile Foundation.

At home, 22-year-old Daniel Padilla is considered by many as the most popular actor of his generation and a recording artist with double platinum albums to his credit. Nicknamed as

the 'Teen King', he has been featured in primetime shows, feature films and is the face of major brands such as Pepsi, Nescafé and Honda.

Kathryn Bernardo who is 21 entered showbiz at the age of 7 and has become one of the most popular Filipino celebrities, with numerous appearances in top rated TV series and blockbuster movies with Daniel. Called the 'Teen Queen', her debut album in 2014 "Kathryn" is certified platinum.

"My truth, my essence is what will define me, not anyone's definition of who I am. I live each day to become more and hopefully I affect others around me to become more too. I am pleased to become a Cybersmile Ambassador and be able to do more against cyberbullying," - Kathryn Bernardo, Official Ambassador, The Cybersmile Foundation.

Daniel Padilla and Kathryn Bernardo were recently given stars in their country's own version of the Hollywood Walk of Fame in Quezon City's Eastwood Walk of Fame.

"We are thrilled to welcome Daniel and Kathryn as Official Cybersmile Ambassadors. Being the voice of their generation, they are making a tremendous difference in raising awareness of the impact that cyberbullying and online abuse can have on people's lives, while helping young people across Asia and the rest of the world find the support that is available to them," - Daniel Raisbeck, Co-Founder, The Cybersmile Foundation.

The new Ambassadors will be joining a host of influencers from around the world in promoting Cybersmile's messages of inclusion, kindness and diversity online – without the need for personal threats, fear and abuse.

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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