



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

### **London Production *The Girl Who Fell* Raises Funds For Cybersmile During Anti-Bullying Week**

**LONDON, UK, NOVEMBER 11, 2019** - The Cybersmile Foundation have announced they are teaming up with award-winning West End theatre production *The Girl Who Fell* to raise vital funds for Cybersmile's support services during Anti-Bullying Week.

The West End production is a poignant play about a mother, Thea, who is battling the fallout from her daughter's suicide following cyberbullying.

The play highlights loss, guilt and Snapchat stars Navin Chowdhry (Gil), Rosie Day (Billie), Will Fletcher (Lenny) and Claire Goose (Thea) and covers a variety of important themes that are prevalent in today's interconnected, social world.

The producers of the play felt that there was an alignment with Cybersmile and wanted to educate audiences including young people and parents about the devastating impact that negative use of social media can have - and how to deal with it when things go bad. Cybersmile and the production team have worked on a special educational leaflet for the play, containing a list of 'Golden Rules' for dealing with cyberbullying and online abuse.

"Everyone at Cybersmile is very grateful to the production team of *The Girl Who Fell* for offering to raise vital funds for our support services. We feel that this is a great opportunity to deliver important messages to an audience already tuned in to the potentially devastating effects of cyberbullying through the production's powerful storyline," said Laura Lewandowski, The Cybersmile Foundation.

The Anti-Bullying Week initiative between The Girl Who Fell and Cybersmile will help to reinforce the message from the narrative of the play that there can be tragic, and potentially devastating consequences for people affected by online abuse, as well as ensuring that people of all ages know where to get the help they need, should they need it.

The production runs in London's Trafalgar Studios until November 23rd, with special Cybersmile collections between Nov 11th-16th at each performance. All donations will help Cybersmile to continue supporting people targeted with cyberbullying and online abuse, as well as providing advisory services to the families of those affected.

To find out more about Cybersmile's work, please [visit the website](#).

## **ABOUT THE CYBERSMILE FOUNDATION**

The Cybersmile Foundation is a multi-award-winning nonprofit organisation committed to tackling all forms of digital abuse and bullying online. They work to promote kindness, diversity and inclusion by building a safer, more positive digital community and encouraging people to realise their full potential without the fear of ridicule and abuse.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help and support services to children and adults around the world.

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The Cybersmile Foundation is an international nonprofit 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).