



# THE CYBERSMILE FOUNDATION

## PRESS RELEASE

### **Normani Kordei of Fifth Harmony announces new diversity role with The Cybersmile Foundation**

*Normani will be integral to Cybersmile's diversity and inclusion initiatives, ensuring that everybody gets the chance to enjoy the benefits of our new connected world without fear of threats and abuse.*

**PALO ALTO, CALIFORNIA, SEPTEMBER 13, 2016** - Normani Kordei of all girl super-group Fifth Harmony, announced today her new role as Diversity Ambassador with international non-profit organization The Cybersmile Foundation. The new role of Diversity Ambassador will see Normani encourage a brighter, more positive internet, tackling prevalent issues such as serious online hate including racist, religion and gender based abuse.

"Everybody at Cybersmile is delighted to welcome Normani as our Official Diversity Ambassador, to have somebody with real life experience of the damage online abuse can do combined with a determination to make a real difference makes her involvement a dream come true for us. We're all very excited to start working together," - Scott Freeman, CEO, The Cybersmile Foundation.

Normani's decision to commit to the role follows a period of appalling racial abuse she received on various social media platforms, prompting her to take a break from Twitter and to stop and block all comments and IM's on her Instagram. Determined to use her personal experiences to help and inspire others, Normani will be integral to the further development of Cybersmile's global diversity and inclusion initiative which was announced at the beginning of 2015 in partnership with the Intel Corporation.

“Unfortunately there is a lot of abuse and negativity online. By working with Cybersmile I want to raise awareness of the support that is available to people affected while playing my part in contributing to a kinder and more positive internet for everybody. I am making this announcement on my Twitter as a statement to never let anyone run you away. No one has the right to make where you go or what you do uncomfortable. It’s important to stand up to all forms of bullying and it’s even more important for those who are around you to be just as courageous and stand with you! Together, we can put an end to the hate and promote only positive and love positivity,” - Normani Kordei, Diversity Ambassador, The Cybersmile Foundation.

You can find further information about [Cybersmile's Official Ambassadors](#) on 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)