



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

### **Stop Cyberbullying Day 2020 Encourages Kindness And Acceptance Online**

**NEW YORK, USA, JUNE 19, 2020** - Stop Cyberbullying Day 2020 has arrived and there has never been a more important time to come together to promote kindness and acceptance while forming a collective voice against hate and abuse.

The success of last year's event saw a wide range of activities around the world taking place including brands, celebrities and influencers using their platforms to educate and empower, governments re-affirming their goals and responsibilities, Pope Francis launching a 24-hour special Stop Cyberbullying Day telecast of thought leaders and academics from Vatican City, and school children on every continent working together to show their commitment to a kinder more inclusive internet.

For Stop Cyberbullying Day 2020, The Cybersmile Foundation, who are founders and coordinators of the event, are announcing a jam-packed event with a host of new and familiar faces all working together to inspire people of all ages to be kinder and more considerate online.

This year's activities include the launch of *Digital Wellbeing 2020*, a new Cybersmile report on young people's understanding and perspective of digital wellbeing as well as a host of exclusive giveaways offering internet users the chance to win merchandise from influencers and celebrities such as Normani, Johnny Orlando, Kathryn Bernardo and many more. The event will also feature exclusive interviews and exciting activities from Cybersmile brand partners from all corners of the world.

"Stop Cyberbullying Day reminds us that as the internet continues to become more and more integral to the lives of us all, and with the lines between online life and real-life becoming increasingly blurred, there has never been a more important time to come

together and promote the same important values online that we so desperately seek offline. Kindness, acceptance and inclusion online are all necessary to ensure that everybody has the same level of access to information, education and communication without the fear of hate, ridicule and abuse,” said Scott Freeman, CEO, The Cybersmile Foundation.

Stop Cyberbullying Day activities will run for the next 24 hours with live events, initiatives and campaigns taking place across all five continents. The event will be promoted on most of the major social media platforms including Twitter, Instagram, Facebook and YouTube.

“Stop Cyberbullying Day is an important reminder for people that they are not alone, and that there is a whole global community of likeminded people who want to work together for a truly inclusive internet. The internet is one of the most powerful engines for education and social development on earth and what better way to celebrate it than with a global day of activities that bring people together,” said Laura Lewandowski, Chief Policy Officer, The Cybersmile Foundation.

Below is a list of Stop Cyberbullying Day 2020 activities including information on how to get involved and show your commitment to a kinder more inclusive internet. Internet users can include the #STOPCYBERBULLYINGDAY hashtag with their social posts on all channels.

### **Stop Cyberbullying Day 2020 lineup**

Initiatives to support and promote Stop Cyberbullying Day 2020 will take place in multiple time zones and via online platforms. Some of the planned activities include:

#### **Exclusive giveaways**

Cybersmile will be launching a number of exclusive giveaways throughout the day with opportunities to win signed, exclusive and one-off items from celebrities, influencers, Cybersmile Ambassadors and brand partners. Throughout the day announcements on exclusive giveaways will be made across Cybersmile social channels.

#### **Digital Wellbeing 2020 report launch**

The Cybersmile Foundation are launching the new *Digital Wellbeing 2020* report. The study of 1,000 12 to 16-year-olds from across the U.K. focusses on young people’s

understanding and perspectives of digital wellbeing. The report explores important areas of young people's relationships with technology and social media and looks to raise awareness of key areas related to young people's wellbeing such as smartphone addiction, the impact of internet use on sleep, diet and exercise, mental health and much more. The report also explores the way young people see their parent's relationship with technology and social media.

### **Celebrity and influencer videos**

Brands, celebrities and influencers from around the world will be using their platforms to educate and empower through exclusive videos created for the event with important messages being promoted throughout the day.

### **Creative awareness campaign with One Minute Briefs**

A Stop Cyberbullying Day digital poster contest will be launched online by the One Minute Briefs creative community that will task designers to create and share on social media impactful posters relating to the day.

### **Stop Cyberbullying Day exclusive interviews**

This year's interviewees will share their thoughts on the importance of the day and talk more in-depth about kindness, digital wellbeing and the power of the internet. The interviews will be published exclusively on the Cybersmile website.

### **How to get involved today**

There are many ways people can show their support for a kinder internet without the need for pre-planning. Internet users, brands, organizations and governments are all encouraged to show their commitment to a truly inclusive internet by creating positive content and sharing messages of support and kindness on social media using the #STOPCYBERBULLYINGDAY hashtag on all social platforms.

For all the latest updates and activities on the day follow @CybersmileHQ on Twitter and @cybersmilefoundation on Instagram.

## **ABOUT THE CYBERSMILE FOUNDATION**

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of abuse and bullying online. They work to promote kindness, diversity and inclusion by building a safer, more positive digital community and encouraging people to realize 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).