



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Stop Cyberbullying Day 2021 Encourages Unity and Acceptance Online

New York, USA, June 18th, 2021 - Stop Cyberbullying Day 2021 is here and it has never been more important to promote unity and acceptance while speaking out against hate and abuse.

Last year's event was a huge success with a wide range of activities taking place around the world with brands, celebrities and influencers using their platforms to inspire and empower millions of people to treat people with kindness and respect.

For Stop Cyberbullying Day 2021, The Cybersmile Foundation, founders and coordinators of the annual global event, have announced a jam-packed day with familiar and new faces all coming together to celebrate the power of the internet when used for positive purpose.

"Stop Cyberbullying Day is a reminder that although the internet is one of the most powerful and effective tools on earth for making the world a better place - unfortunately it also highlights the reality that there are still lives being destroyed on a daily basis when this power is abused or used for the wrong reasons. Through the incredible power of the internet, we each have the ability to change the world and we ask that people use that power to make the world a kinder, more inclusive place" said Iain Alexander from 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 across most social media platforms including Instagram, Twitter and Facebook.

You can show your commitment to an inclusive internet and demonstrate your support for the day by using the #STOPCYBERBULLYINGDAY hashtag with your social media posts.

Stop Cyberbullying Day 2021 lineup

Because of the global nature of the event, initiatives to support and promote Stop Cyberbullying Day 2021 will take place across multiple time zones. Some Cybersmile activities include:

Partnership announcements

What better time to announce exciting new partnerships than when the whole world is looking! Stay tuned throughout the day for partnership launches in the U.S. and U.K. with some incredible brands.

Exclusive interviews

This year's interviewees range from thought leaders and medical professionals right through to elite international athletes. All interviews will be published exclusively on the Cybersmile and Stop Cyberbullying Day websites and will be shared across the official Cybersmile social media channels throughout the day.

New educational module launch

To mark Stop Cyberbullying Day 2021, Cybersmile will be launching a new addition to their interactive education program focusing on maintaining a positive body image.

Creative awareness campaign with One Minute Briefs

Keeping with Stop Cyberbullying Day tradition, Cybersmile are excited to be bringing back One Minute Briefs for this year's event with a call for new creative designs to celebrate and raise awareness of the day.

How to get involved today

There are lots of ways you can show your support for an inclusive internet without the need for pre-planning. Internet users, brands, organizations and governments are all encouraged to show their commitment and support by creating positive content and sharing messages of support on social media using the #STOPCYBERBULLYINGDAY hashtag across all platforms.

For all the latest updates and activities throughout the day follow [@CybersmileHQ](https://twitter.com/CybersmileHQ) on Twitter and [@cybersmilefoundation](https://www.instagram.com/cybersmilefoundation) on Instagram.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning non-profit organization committed to digital wellbeing and tackling all forms of bullying and abuse 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)