



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

### **The Cybersmile Foundation And Celebrity News Outlet CelebMix Announce Media Partnership**

**NEW YORK, USA, OCTOBER 29, 2019** - The Cybersmile Foundation have announced a media partnership with celebrity news outlet CelebMix to promote the Cybersmile mission of kindness and inclusion to a huge new audience.

Since the closure of Hearst's teen magazine Sugarscape, Cybersmile have been seeking the ideal partner who shares their love for all things celebrity and global perspective to add to the organization's suite of partners.

With a truly international perspective and a young editorial team, CelebMix is a well suited media partner for Cybersmile, and will be supporting their work in a number of areas including the promotion of its influencer and celebrity led campaigns, education initiatives, Stop Cyberbullying Day and regular coverage of their Cybersmiler of the Month Award.

"At CelebMix, we are passionate about flying the flag for under-appreciated celebrities as well as the world's biggest names, with a focus on positivity and doing good. As young people, we know all too well the pressures of social media and the harm cyberbullying and online trolling can cause. We were honored when Cybersmile reached out to discuss a collaboration. Working with the charity will help us to make the world a kinder place and together we can make a real change," said Jack Crute, Founder, CelebMix.

CelebMix is one of the web's premier entertainment and celebrity news websites with over 300,000 followers on social media. Their news platform operates in several countries with multiple editors and has more than 100 active writers contributing stories

and articles each day. With over 3 million visitors to their website each year and a passion for influencer and celebrity culture, Cybersmile are keen to begin working with CelebMix to educate, empower and support their large user base.

“We are very excited to welcome CelebMix as media partners. From a strategic perspective, their audience is a very good fit for the promotion of Cybersmile campaigns and initiatives which often involve influencers and celebrities, but more importantly, from a practical perspective, those same young internet users are also very likely to be affected by cyberbullying and online abuse - which positions them perfectly to benefit from Cybersmile’s various support services,” said Iain Alexander, Head of Engagement, The Cybersmile Foundation.

Each year, Cybersmile launch various campaigns designed to raise awareness, educate and empower internet users of all ages. Some recent examples include their multi-award-winning [body confidence campaign with Chessie King](#), the [#IWillNotBeDeleted](#) campaign with Rimmel London, and their [annual international Bullying Prevention Month campaign with Claire’s](#).

## **ABOUT THE CYBERSMILE FOUNDATION**

The Cybersmile Foundation is a multi-award-winning nonprofit organization 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 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).