



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

### **The Cybersmile Foundation and Claire's join forces for Bullying Prevention Month**

**PALO ALTO, CALIFORNIA, SEPTEMBER 29, 2017** - The Cybersmile Foundation and Claire's have announced a new international partnership for Bullying Prevention Month this October. The campaign runs from October 1st until October 31st and will raise vital funds for Cybersmile while raising awareness of cyberbullying and provide Claire's customers with advice, support and fun activities to encourage a kinder, brighter and more inclusive internet through the 'Dream Big With Claire's' initiative. Claire's stores across North America, Canada and the U.K. will also be fundraising for Cybersmile to help the organization continue providing education and support to vulnerable internet users around the world.

Throughout the month of October, Cybersmile will announce a number of activities including a giveaway with exclusive Claire's merchandise, the unveiling of 4 brand new exclusive Positive Playlists from a mixture of Ambassadors and celebrities and influencer interviews. Users will be able to participate in the campaign by using the hashtag #DreamBigWithClaire's on Facebook, Twitter, Instagram, Snapchat and Youtube.

"We are honored and thrilled to partner with Claire's for Bullying Prevention Month. Cybersmile and Claire's working together makes for a very powerful partnership which will resonate both on and off-line around the world. By using a mixture of influencers, fun activities, education and support, we are confident of a truly memorable campaign," - Scott Freeman, Founder, The Cybersmile Foundation

"With most of our customers being exposed to the social media world, where they can sadly experience cyberbullying or negativity online, we are really pleased to be working alongside Cybersmile throughout October. Here at Claire's we believe in all our girls to be

able to follow their dreams, think big and positively encourage each other whether it's through social media or in person making our #DreamBigWithClaire's campaign the perfect platform to speak to our girls against cyberbullying, allowing our valuable customers to know we are there for them and part of a great cause," - Hind Palmer, Claire's Global Brand Marketing & PR Director

Supporting Claire's global initiative to inspire girls and young women to be proud of who they are and to follow their dreams, Cybersmile will be encouraging internet users to respect each other and support one another when experiencing cyberbullying or negativity online - as well as providing expert tips, advice and support to young and vulnerable internet users around the world.

Claire's is a globally recognized brand with over 3000 stores in 47 countries and is one of the world's leading fashionable jewellery and accessories retailers for young women, teens, tweens and kids. They have served over 900 million female customers worldwide and are a go-to destination for inspiring merchandise assortments of fashionable and affordable products.

Follow [@CybersmileHQ](https://twitter.com/CybersmileHQ) during the month of October to get involved with the campaign and use the hashtag #DreamBigWithClaire's.

## **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)