



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

### **The Cybersmile Foundation And Hello Management Announce Official Partnership**

*Cybersmile and digital talent agency Hello Management will work together on global campaigns and initiatives that make a meaningful difference to the world, both on and offline.*

**TRIBECA, NEW YORK, MARCH 14, 2018** - The Cybersmile Foundation have announced a new corporate partnership with Hello Management that will deliver Cybersmile's important message to millions of internet users around the world.

Hello Management, who are based in Los Angeles, New York, London and Amsterdam, will work alongside Cybersmile throughout the year on the planning and implementation of campaigns and initiatives. The partnership will promote key messages of kindness and inclusivity to people of all ages – with the active support of their network of globally recognized influencers.

“Working with social media influencers over the past 4 years, we have seen both sides of the internet. There is an amazing, positive and friendly community-driven side of the web, but there is also the darker, negativity-fueled side which so many of us experience. We think it's incredibly important for individuals experiencing cyberbullying to know that whilst it may seem like the world has it in for them, they are not alone and that there is a support network in place to help them overcome what they are going through,” - Ed Brew, Head of Talent, Hello Management.

Hello Management is one of the world's leading entertainment and multimedia companies, representing top tier, digital-first talent. With divisions in music, branding, social media management, event management, PR, influencer marketing, publishing and mobile applications, they are a unique breed of management agency. Their relationships with talent span a network of over 140 million in reach and their clients include the likes of FOX, Liam Ferrari, Emma Heesters, Disney, Jackie Boyz, R1L Media, and many more.

“Last year we worked with Cybersmile and were able to share some of the experiences that our influencers have encountered. It was extremely rewarding to see people drawing strength from our talent sharing their own personal stories, and we are very excited to formalise our partnership with Cybersmile and to step up our activities in this area,” - Ed Brew, Head of Talent, Hello Management.

With the problem of cyberbullying and online abuse continuing to grow, the partnership between Cybersmile and Hello Management will reach millions of new people across multiple platforms – using a diverse range of mediums for delivery.

“We are excited to be working with Hello Management not only to raise awareness of the support available to people affected by all kinds of bullying, abuse and harassment online - but also to further our mission for a kinder, brighter internet. It is encouraging to see decisions like this being made at agency level. We can't wait to start changing the world together!” - Dan Raisbeck, Co-Founder, The Cybersmile Foundation.

To discover more about Cybersmile partnerships [download the Corporate Partner Program](#).

## **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)