



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

### **The Cybersmile Foundation And Nerds Candy Announce Partnership On Safer Internet Day**

**LONDON, UK, FEBRUARY 11, 2019** - The Cybersmile Foundation have announced the launch of a new partnership with Nerds Candy on Safer Internet Day which will enable the organisation to educate and support young and vulnerable internet users around the world.

The year-long partnership will enable Cybersmile to develop new resources and provide support to NERDS® fans being affected by a wide range of issues including cyberbullying and online abuse.

“We are proud to partner with NERDS® to deliver crucial support and education to young people affected by cyberbullying and online abuse around the world. Together, we make a powerful team, and everybody at Cybersmile is excited to start empowering people right away,” said Dan Raisbeck, Co-founder, The Cybersmile Foundation.

As part of the partnership, NERDS® and Cybersmile will work together to raise awareness of Cybersmile Assistant, an AI smart assistant. The joint campaign will engage, support and educate young internet users on important topics such as positive internet use, cyberbullying, mental health, online safety, emotional resilience and digital civility. A bespoke landing page will also be designed for NERDS®’ fans to educate them about Cybersmile’s work and provide access to the education and support resources available to them as part of the partnership.

“NERDS® is reaching out to the nerds of the world to celebrate and empower them! We believe that the world is a better place when we all work together to follow our dreams and passions, and the internet is a great place to learn and connect. We are happy to

partner with Cybersmile to help make the internet a safer and friendlier place, so we can all achieve our dreams together. With Cybersmile's resources, we will be able to reach a wider audience and raise awareness of the issues that can affect people online. With their help, we are sure we can empower people to celebrate their nerdiness," said Kelly Peyser, Senior Brand Manager for Nerds.

To learn more about NERDS® Candy visit [www.staynerd.live](http://www.staynerd.live) and follow NERDS Candy on Facebook at [@NERDSCandyInternational](https://www.facebook.com/NERDSCandyInternational)

## **ABOUT NERDS**

Nerds candy is the playful and fun-to-eat candy with a variety of delicious, crunchy and chewy options: Original NERDS® including the iconic dual-flavored box, Big Chewy NERDS®, Sour Big Chewy NERDS® and NERDS® Ropes. The iconic box couples two complementary flavors with dual chambers, allowing candy lovers to pour out perfectly imperfect pieces of pure delight. Big Chewy NERDS® and Sour Big Chewy NERDS® have a crunch that surrounds a chewy center, and NERDS® Ropes give fans a chewy, fruity string packed with crunchy, sweet NERDS®. For more information, please visit [www.staynerd.live](http://www.staynerd.live), and follow NERDS® on Instagram and Facebook.

## **ABOUT FERRARA**

Ferrara, a company related to The Ferrero Group, is an emerging powerhouse in the North American confections and sweet snacking categories. A passionate team of more than 6,000 employees works together to share delight in every bite through leading brands that have shaped the industry for more than 100 years. Our diverse portfolio of nearly 35 brands includes SweeTARTS®, Trolli®, BRACH'S®, Black Forest® and NERDS®, along with iconic favorites like Lemonhead®, Red Hots® and Now and Later®. Ferrara also manages the Keebler® and Famous Amos® businesses for The Ferrero Group. Headquartered in Chicago, Ferrara has an operational network of 20 locations in North America that includes manufacturing, distribution and R&D facilities. Learn more at <https://www.ferrarausa.com/>.

## **ABOUT THE CYBERSMILE FOUNDATION**

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