



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation Announce Brandon Hendrickson as Official Cybersmile Ambassador

New York, USA, February 26, 2021 – The Cybersmile Foundation have announced champion bodybuilder, Brandon Hendrickson as their newest official Cybersmile Ambassador. The multi-title winning athlete from Chicago joins a host of stars and celebrity influencers who share Cybersmile’s vision for a kinder, safer and more inclusive internet.

Brandon’s remarkable self-determination and dedication to his chosen sport has led him to become the only two-time winner of the Men’s Physique title at the prestigious Mr. Olympia contest and is also the only Men’s Physique champion to regain the Mr. Olympia title.

“We are honored to welcome Brandon as an official Cybersmile Ambassador. He is an inspirational role model for people of all ages and living proof that we can all achieve great things by applying dedication and a positive mindset” said Dan Raisbeck, Co-founder of The Cybersmile Foundation.

Brandon has previously demonstrated the importance and power of perseverance. After placing 4th in the Mr. Olympia 2019 competition, Instead of focusing on the disappointment of not winning the title, Brandon used the experience to motivate himself and apply incredible self-discipline to return and win the Mr. Olympia title in 2020. His motivational messaging and positive attitude have become the hallmark of his career, inspiring his almost 1 million social media followers and the broader public to achieve goals they never thought possible.

“I decided to become a Cybersmile ambassador because I realized there’s a lot of people like me that are in my situation and need to be shown that, no matter what is thrown at you, there’s always a way out. I want to show how to deal with adversity. One message I have for the world is to keep being positive and start helping and encouraging each other rather than hating and putting each other down, we all have an opportunity to be something great, why not continue to help pushing each other for greatness.” Brandon Hendrickson, Cybersmile Ambassador.

Brandon joins a host of international celebrities who are existing official Cybersmile Ambassadors including singer Normani, TikTok star Holly H, two-time WWE Women's World Tag Team Champion Nikki Cross, four-time professional Call of Duty Champion Doug 'FaZe Censor' Martin, body confidence influencer Chessie King and many more.

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)