



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation Announce Formula One Driver Nicholas Latifi as New Official Ambassador

New York, USA, March 8, 2022 – The Cybersmile Foundation have announced Canadian Formula One driver Nicholas Latifi as their newest official ambassador. The popular Formula One driver joins a number of existing celebrities, public figures and content creators who share Cybersmile’s vision for a kinder, safer and more inclusive internet.

Latifi, who drives for the Williams Formula One team, stepped forward to officially support the charity following an incident at the 2021 Grand Prix in Abu Dhabi which resulted in a torrent of online abuse that included death threats. Nicholas spoke publicly about his experience and received an overwhelmingly positive response from F1 fans, fellow drivers and other public figures around the world. This personal experience and public reaction inspired him to do all he can to make the online world a safer place.

"I'm proud to be supporting the great work that The Cybersmile Foundation is doing on an international scale," Nicholas said. "My own personal experience of online abuse was unpleasant and unsettling, but I'm one of the lucky ones that has a strong support network of family and friends around me."

"There are lots of people that often have to face cyberbullying and online abuse alone, or don't have the knowledge of how to effectively deal with a situation and regain control. For me, that's a situation that has to change. I'm determined to do what I can to help - especially around efforts to promote kindness, diversity and inclusion."

Committed to having a powerful social impact together, Nicholas has pledged to take action by joining The Cybersmile Foundation as an official ambassador to help raise global awareness of the charity’s work.

The charity's CEO Scott Freeman said: "We're super excited to announce Nicholas as a Cybersmile ambassador and to start making a real impact together. I know Nicholas is really passionate about the power and importance of kindness and empathy online, and he speaks authentically from his own personal experience."

"Cybersmile offer a range of services to help prevent problems online as well as help people deal with them should they occur. We are excited to work with Nicholas to help support our mission and raise awareness of the help available to those affected."

Nicholas and The Cybersmile Foundation will announce further details of the work they will undertake together in the coming weeks, once Formula One pre-season testing has concluded.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community. Through education, research, awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower those affected and their families to regain control of their lives.

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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).