



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

### **The Cybersmile Foundation Announce Partnership with CO. by Colgate on Stop Cyberbullying Day**

**New York, USA, June 18, 2021** – Today, in honor of Stop Cyberbullying Day, The Cybersmile Foundation and CO. by Colgate announce the launch of a partnership to raise awareness of online bullying and its impact on the lives of many young people. CO. by Colgate will donate \$1 for every product purchased in 2021 to The Cybersmile Foundation, committing to a minimum donation of \$200,000 and a maximum of \$300,000.

Both founded on the values of inclusivity and authentic self-expression, CO. by Colgate and The Cybersmile Foundation envision a world where everyone can express themselves freely; when we can express ourselves freely, we smile more. Yet research conducted by CO. by Colgate and The Cybersmile Foundation shows cyberbullying is a significant barrier to confident self-expression – with 73% of Gen Z stating they have seen somebody targeted with online abuse, bullying or harassment for how they express their individuality or identity.\* CO. by Colgate aims to help change this reality by supporting the work of The Cybersmile Foundation through financial contributions and by raising awareness around cyberbullying on CO.’s social media platforms.

“Cyberbullying is a longstanding issue that impacts people’s confidence in their smile: new research has found that 77% of Gen Z\* have felt self-conscious posting a selfie online because of their teeth or smile,” said Dana Medema, Vice President & General Manager, Oral Care, Colgate-North America. “We are proud to support the work of The Cybersmile Foundation to build a safer, more inclusive future for Gen-Z and all online users.”

To extend the conversation beyond Stop Cyberbullying Day, The Cybersmile Foundation and CO. by Colgate will continue to raise awareness of cyberbullying throughout the year and will publish a Cybersmile report sponsored by CO. by Colgate titled “The State of Play Report: Gen Z & Identity Based Cyberbullying.” The report will center on the prevalence of cyberbullying on Gen Z and its emotional impact, with a particular focus on the intersection of cyberbullying and ableness, race, skin tone, religious affiliation, individual identity, gender identity, and sexual orientation. Findings from the report will inform a series of best-practice recommendations for

dealing with cyberbullying and reporting identity-based abuse and hate-speech on a platform-by-platform basis; it will also help guide The Cybersmile Foundation's ongoing work and support services.

"Stop Cyberbullying Day is a very important day for The Cybersmile Foundation as we dedicate our work to promote kindness, diversity and inclusion by building a safer, more positive digital community," said Scott Freeman, CEO of The Cybersmile Foundation. "We are pleased to have CO. by Colgate as a partner, a brand that champions all people to share their authentic selves with the world and live their truth boldly."

Join us on social media at [@cybersmilefoundation](#) and [@CO. Colgate](#) to help promote a more inclusive and positive online community where everyone can smile brighter and bolder.

*\*All figures are from Persky. Total sample size was 1,090 individuals 16-24. Fieldwork was undertaken between June 3 2021 and June 4 2021. The survey was carried out online.*

## **ABOUT COLGATE-PALMOLIVE**

Colgate-Palmolive Company is a caring, innovative growth company reimagining a healthier future for all people, their pets and our planet. Focused on Oral Care, Personal Care, Home Care and Pet Nutrition, the Company sells its products in more than 200 countries and territories under brands such as Colgate, Palmolive, elmex, hello, meridol, Sorriso, Tom's of Maine, EltaMD, Filorga, Irish Spring, PCA Skin, Protex, Sanex, Softsoap, Speed Stick, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. The Company is recognized for its leadership and innovation in promoting environmental sustainability and community well-being, including its achievements in saving water, reducing waste, promoting recyclability and improving children's oral health through its Bright Smiles, Bright Futures program, which has reached more than 1.3 billion children since 1991. For more information about Colgate's global business and how the Company is building a future to smile about, visit [www.colgatepalmolive.com](http://www.colgatepalmolive.com).

## **ABOUT THE CYBERSMILE FOUNDATION**

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of abuse and bullying 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)