



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation Announce Samantha Sanchez as Official Ambassador on Stop Cyberbullying Day

Palo Alto, USA, June 18, 2021 - The Cybersmile Foundation have announced Latin music star Samantha Sanchez as their newest official ambassador on Stop Cyberbullying Day 2021.

Samantha Sanchez, is a 20-year-old Miami based Spanish-Cuban singer with over 1 million followers on social media. Her quick rise to fame in Latin America from Colombia to Mexico, Peru and Ecuador has made her a leading voice for Generation Z. After being discovered by six-time Grammy and twelve-time Latin Grammy winning music producer Sebastian Kryz, the young singer signed to Rebeleon Entertainment, in collaboration with Virgin Music US Latin and has been capturing the hearts of fans around the world.

“Everybody at Cybersmile is proud to welcome Samantha as an official ambassador. She is a hugely popular artist who will change and save lives as part of her work with us. We are excited to have a huge impact together,” said Laura Lewandowski from The Cybersmile Foundation.

Having recently released her first EP, ***Amor Roma***, the singer has been a strong advocate of mental health and digital wellbeing, participating in global awareness events including Mental Health Awareness Month. Having felt the pressures of performing and due to her busy schedule and commitments, she hasn’t shied away from revealing that it hasn’t always been easy to manage her mental health. With her young female fan base, she’s setting herself a goal of encouraging her community to be confident and strong while sharing an empowering message that dreams can come true.

“I’m just like you, it hurts me the same way it hurts you. Love fixes everything hate doesn’t. There’s no excuse for any type of bullying and that’s why I want to raise my voice to help the ones that feel lonely,” said Samantha Sanchez.

Samantha Sanchez joins a number of existing Cybersmile ambassadors which include the likes of TikTok star Holly H, Normani, 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, singer Johnny Orlando, social media personality and golf star Paige Spiranac to name a few.

Samantha and Cybersmile will work together to raise awareness of issues such as cyberbullying, body image, mental health and digital wellbeing as well as promoting support services available to those in need.

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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