



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation Announces U.K. Partnership with St. Moriz to Promote Positive Body Image

London, UK, June 18, 2021 - The Cybersmile Foundation have announced the launch of a new 12-month partnership in the U.K. with self-tanning brand St. Moriz to raise awareness of positive body image.

As part of the new partnership, Cybersmile have developed an interactive educational module designed to highlight the importance of establishing and maintaining a positive body image while directing internet users to key support services which focus on all aspects of physical and mental wellbeing.

“We are excited to be joining forces with St. Moriz to raise awareness of such an important issue. So many young people are struggling with problems related to body image, including low self-esteem, low body confidence and mental health issues. Understanding how to process the different influences and opinions online in a healthy and productive way is crucial for our wellbeing,” said Dan Raisbeck, Co-founder of The Cybersmile Foundation.

In addition to providing internet users with access to newly created educational materials, Cybersmile and St. Moriz will work to encourage internet users to be mindful of their self-image and how social media and internet use can affect our perspective in both positive and negative ways.

“Here at St. Moriz we are passionate about encouraging body positivity and positive self-image. Cyberbullying is on the increase and we have heard first-hand the affect that it can have on people’s self-esteem and feelings of self-worth. We want to demonstrate to our customers that we don’t just say, we do. Therefore, we are thrilled to announce our new partnership with

Cybersmile and we hope that we can be a part of preventing Cyberbullying and can encourage people to be kind online” said Belinda Parkinson, Senior Brand Manager at St. Moriz. The new education module focusing on positive body image will be a valuable addition to the Cybersmile Education Program, which is used by people of all ages to learn about various aspects of digital wellbeing.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning non-profit organisation 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 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).