



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation & TLC Team up for “*Stop Cyberbullying Day*”

PALO ALTO, Calif. (June. 21, 2024) – The Cybersmile Foundation and TLC have teamed up to launch a campaign designed to tackle online abuse, raise awareness around cyberbullying and encourage people to consider the power of their words when interacting online.

The campaign, *Stop Cyberbullying Day*, includes a call-to-action PSA that features Whitney Way Thore from TLC’s popular reality show *My Big Fat Fabulous Life*. In the series, viewers follow her journey after being diagnosed with polycystic ovarian syndrome, a disease which caused Whitney to gain weight. Whitney is confronted with bullying in her everyday life, both online and off but continues to be a role model teaching respect and how a kind approach to others can benefit everyone. As a positive body image activist for years, she always promotes self-love, acceptance and happiness.

The new PSA will launch on *Stop Cyberbullying Day*, Friday June 21, and run through the new season of *My Big Fat Fabulous Life*, beginning July 9, to help remind and encourage millions of viewers to be mindful of how they engage and interact online.

In addition to the PSA, Cybersmile and TLC will offer access to expertly created support resources focusing on key areas including allyship, social media, mental health, cyberbullying, and many more. The interactive resource is available to access via cybersmileeducation.org.

The partnership has been formed as part of TLC’s ongoing Give a Little initiative, which is dedicated to empowering people to stand up to bullies and rally around messages of inclusion, acceptance, and respect, regardless of our differences.

“We are proud to be working with TLC as part of their Give a Little initiative. By utilizing their powerful platform to amplify potentially life-saving resources along with messages of hope and kindness, we are confident that we will see a significant impact from this partnership that

will be felt both on and offline,” said Laura Lewandowski, Chief Policy Officer for The Cybersmile Foundation.

People who want to participate in the campaign are encouraged to demonstrate their support by using #StopCyberbullyingDay in their social media posts on June 21st and learn more about *Stop Cyberbullying Day* by visiting the event’s [official website](#).

ABOUT TLC

Offering remarkable real-life stories without judgment, TLC shares everyday heart, humor, hope and human connection with programming genres that include fascinating families, heartwarming transformations, and life’s milestone moments. TLC is a global brand available in more than 75 million homes in the US and 270 million households around the world. TLC is owned by Warner Bros. Discovery (NASDAQ: WBD), a leading global media and entertainment company that creates and distributes the world’s most differentiated and complete portfolio of content and brands across television, film, and streaming. Available in more than 220 countries and territories and 50 languages, Warner Bros. Discovery inspires, informs and entertains audiences worldwide through its iconic brands and products including: Discovery Channel, discovery+, CNN, DC, Eurosport, HBO, HGTV, Food Network, OWN, Investigation Discovery, Magnolia Network, Max, TNT, TBS, truTV, Travel Channel, MotorTrend, Animal Planet, Science Channel, Warner Bros. Film Group, Warner Bros. Television Group, Warner Bros. Games, New Line Cinema, Cartoon Network, Adult Swim, Turner Classic Movies, Discovery en Español, Hogar de HGTV and others. For more information, please visit www.wbd.com.

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)