



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

# **The Cybersmile Foundation Unveil New Website and Brand Identity For Stop Cyberbullying Day**

**New York, USA, May 4<sup>th</sup>, 2021** - The Cybersmile Foundation have today unveiled a new website and fresh brand identity for Stop Cyberbullying Day - their flagship day of global action and awareness which takes place in June each year.

Working alongside U.K. based digital agency, Organic, The Cybersmile Foundation have created a fresh brand identity with slick functionality that enables the charity to effectively showcase the event and those that support it.

"Working with the right agency is very important to us, so when Organic approached us in 2019 after achieving their B Corp accreditation, and explained their beliefs around digital for good, we knew they would be a great fit. Having a website which effectively showcases Stop Cyberbullying Day whilst providing users with a seamless experience is of vital importance to us. The launch comes at an important time of year for Cybersmile, with more people looking to get involved and celebrate Stop Cyberbullying Day." Said Scott Freeman, CEO, The Cybersmile Foundation.

The new Stop Cyberbullying Day website features a downloadable official handbook designed to help people plan their activities and includes social media templates as well as tips and suggested ways to have a big impact on the day.

Reaching over a billion people since 2012, Stop Cyberbullying Day is celebrated in over 150 countries and is regularly supported by the world's biggest brands, artists and influencers - with previous supporters including Cara Delevingne, Normani, Zoe Sugg, Pope Francis, MTV, WWE, Twitter, Instagram, Intel and UNICEF to name a few.

The new website also offers a suite of flexible support options for individuals and brands wanting to make their support of the event more formal. Official gold, silver and bronze support options range from \$99-\$999 with each level of support offering different benefits ranging from displaying of brand logo through to social media promotion of brand supporters across the Cybersmile social community of more than 1.3 million people.

Stop Cyberbullying Day 2021 takes place on June 18<sup>th</sup> and will feature events across all time zones, on and offline around the world. The event's official handbook can be downloaded by visiting the new website at [www.stopcyberbullyingday.org](http://www.stopcyberbullyingday.org).

#### **ABOUT THE CYBERSMILE FOUNDATION**

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