



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation and *Asphalt 9: Legends* Launch ‘Get on the ride, own the future’ NFT Fundraising Campaign

London, UK, December 20, 2021 - The Cybersmile Foundation have teamed up with Gameloft to launch a month-long fundraising campaign in *Asphalt 9: Legends*, the latest game in the one billion downloaded multi-award winning arcade racing franchise, to raise crucial funds for Cybersmile support and education services.

Launching today and running until January 14th 2022, the “Get on the ride, own the future” campaign will give *Asphalt 9: Legends* players the opportunity to buy unique NFT pieces of art based on characters of the Drive Syndicate, a narrative time-limited event in which *Asphalt 9: Legends* players compete a series of missions to prove themselves as the legendary Drive Syndicate characters.

The exclusive *Asphalt 9: Legends* Drive Syndicate NFT Collection comes in limited number with iconic characters from the well-loved Drive Syndicate. Each character has its distinct personality as a legendary driver, with Blue Rabbit highlighting passion, Red Fox valuing honor and Green Lizard signifying competition - all editions come in limited number and will only be available for a short period of time.

“Everybody at Cybersmile is proud to be partnering with *Asphalt 9: Legends* and the *Asphalt 9: Legends* community with such an exciting and innovative initiative. Our ‘Get on the ride, own the future’ campaign is a great way to raise crucial funds for Cybersmile while engaging with the *Asphalt 9: Legends* community – the campaign also offers *Asphalt 9: Legends* players the opportunity to own a unique piece of *Asphalt 9: Legends* history,” said Dan Raisbeck, Co-founder of The Cybersmile Foundation.

To help support a sustainable playing environment, profits* from the NFT sales will be fully donated to The Cybersmile Foundation to help them continue their work in tackling cyberbullying and making our online world a kinder, more inclusive place.

"At Gameloft we value inclusivity and encourage a kinder world free of bullying and harassment. That's why we're happy to be partnering with The Cybersmile Foundation to explore new opportunities for *Asphalt 9: Legends* fans to more deeply engage with their favorite game, and for us to contribute to the goodwill The Cybersmile Foundation brings to anti-bullying initiatives," said Ignacio Marin, Game Manager at Gameloft Barcelona.

As part of the partnership, *Asphalt 9: Legends* will also be sponsoring two Cybersmile interactive learning modules to promote positive gaming experiences. The 'Positive Gaming' and 'Livestream Basics' education modules have been developed to help players of all ages and abilities to get the most out of their gaming and connect with other players in a meaningful and productive way. The modules are included in the Cybersmile Education Program; a free open-source learning resource available to users around the world.

** Net profit generated between December 17th 2021 to January 14th 2022, minus the blockchain transaction gas fees, platforms commissions and fees, mark-down, end year rebate, customary and usual trade discounts, refunds paid to users, billing costs.*

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.

ABOUT GAMELOFT

Leader in the development and publishing of games, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms, two of which are featured in the "Top 10 iOS Games by All-Time Worldwide Downloads" from App Annie. Gameloft operates its own established franchises such as Asphalt®, Dragon Mania Legends, Modern Combat and Dungeon Hunter and also partners with major rights holders including Disney®, LEGO®, Universal, Illumination Entertainment, Hasbro®, Fox Digital Entertainment, Mattel®, Lamborghini® and Ferrari®. Gameloft distributes its games in over 100 countries and employs 3,600 people worldwide. Every month, 70 million unique users can be reached by advertisers in Gameloft games with Gameloft for brands, a leading B2B offering dedicated to brands and agencies. Gameloft is a Vivendi company. (All trademarks referenced above are owned by their respective trademark owners.

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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)