



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation and Dragon Mania Legends Team Up to Combat Online Bullying and Celebrate Freedom of Expression

New York, USA, November 4, 2021 – The Cybersmile Foundation have announced the launch of an awareness and fundraising campaign in partnership with Gameloft’s popular mobile game, Dragon Mania Legends. The campaign launch coincides with International Day Against Violence and Bullying and aims to raise €45,000 for the anti-cyberbullying nonprofit.

The innovative *Wake your Inner Dragon* campaign will see The Cybersmile Foundation and Dragon Mania Legends collaborate with six popular make-up influencers to raise awareness of online bullying and celebrate freedom of expression while raising vital funds for the nonprofit’s education and support services for those in need.

Participating make-up influencers will unleash their inner-dragons by using make-up based on a special in-game dragon that players can purchase with all profit (after platform fees) being donated to The Cybersmile Foundation. The influencers will then encourage their online communities to ‘unleash their inner dragons’ and celebrate their own individual beauty by doing the same.

“We are excited to be involved in such a creative and meaningful campaign alongside Dragon Mania Legends. This *Wake your Inner Dragon* campaign carries a very important and powerful message - that we are all unique and that we should all try to embrace and celebrate our own individuality without feeling the need to conform to societal norms,” said Dan Raisbeck, Co-founder, The Cybersmile Foundation.

Participating influencers are:

- [Thomas Halbert](#)
- [Gabrielle Alexis](#)
- [Kimberley Margarita](#)
- [Ryley Isaac](#)
- [Annie Thomas](#)
- [Tiffany Hunt](#)

“Gameloft has always celebrated the values of inclusivity and authenticity within our organization, for players, and for all peoples worldwide,” said Botond Szalacsi, Game Manager of Dragon Mania Legends. “By partnering with The Cybersmile Foundation, it has allowed us to more tangibly act on these values and step up against issues of bullying and harassment. We hope we can play a part in players ‘waking up their Inner Dragon’ and live their lives with authenticity and pride.”

The campaign will run from November 4 - 18th or until Dragon Mania Legends reaches their €45,000 goal. To kick off the campaign, Dragon Mania Legends will make an initial contribution of €15,000 to help ensure that the target is achieved.

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.

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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)