



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation and NERDS Team Up to Launch NERDS World within Nintendo's Animal Crossing: New Horizons

London, UK, November 17th, 2020 - The Cybersmile Foundation and NERDS today announced the launch of NERDS World, an interactive experience debuting within Nintendo's highly-popular life simulation game Animal Crossing: New Horizons. Available in the United Kingdom, Australia and Canada, NERDS World will provide players with a comforting and positive safe space, allowing them to engage in a unique, user-generated experience including fun and inspirational activities.

Developed as part of the partnership between NERDS and The Cybersmile Foundation announced earlier this year, NERDS World aligns perfectly with their shared goal of making the internet a safer space for young users by tackling issues related to cyberbullying and online abuse.

Once inside the new NERDS World, players can explore and engage in activities within the island by themselves or with others. They also have the opportunity to receive special merchandise, as well as take pictures with the different photo spots throughout the island. Special activities and challenges will also be introduced within NERDS World throughout the month-long campaign.

In addition, NERDS World will serve as a support system and resource for players who want to learn more about or seek help for issues related to cyberbullying or online abuse. The island will be equipped with convenient access to Cybersmile's innovative AI support assistant and QR codes, which will provide access to various Cybersmile resources. NERDS World will also be populated with messages of empowerment and educational tips throughout the island.

"We are excited to be working alongside NERDS in this creative way to empower, support and educate large numbers of young people across the world. Innovation is at the very heart of Cybersmile and we believe that by combining our ground-breaking AI support assistant, the positivity of the NERDS brand and such an incredibly popular video game, we

are truly taking meaningful creative campaigns to the next level.” said Scott Freeman, CEO, The Cybersmile Foundation.

The campaign is launching at a record-breaking time for Animal Crossing: New Horizons, which became Nintendo Switch’s fastest selling title ever after launching in March 2020, selling 13.4M units in its first six weeks. The huge popularity of the game globally can be attributed in part to social circumstances surrounding the COVID-19 pandemic, where isolation has resulted in many consumers seeking indoor activities which allow them to stay engaged and connected to others.

The Cybersmile Foundation have previously utilised the power of video games to deliver engaging education and support campaigns, most notably with Pixelberry Studio’s flagship title *High School Story* which saw their partnership educate over 4 million young people in-game and raise over \$330,000 for Cybersmile support and education programs.

NERDS® World will be available through November 15, 2020. Animal Crossing: New Horizon can be enjoyed on a Nintendo Switch console and is rated E for everyone.

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 non profit organization registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K.
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