



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation and Ten Toes Media Announce Partnership on Stop Cyberbullying Day

London, UK, June 18, 2021 - The Cybersmile Foundation have announced a new partnership with leading London-based sports agency Ten Toes Media.

Having previously worked with global brands and elite athletes including Facebook, Bud Light, Mitre, EA Sports, Trent Alexander-Arnold, Bruno Fernandes, Andy Robertson, Dom Calvert-Lewin, Jordan Henderson and many more, Ten Toes Media will support The Cybersmile Foundation in their mission for a diverse and inclusive internet.

As part of the partnership, Ten Toes MD, Josh Hershman, will also be joining Cybersmile's expert advisory panel, providing valuable insights and expertise on future sport initiatives undertaken by Cybersmile to address the growing problem of online abuse within the sports industry.

"I'm incredibly excited to work with The Cybersmile Foundation to help further the progress they're making in promoting a more positive digital community. We've seen so many high-profile incidents of online abuse in sport in recent months so the opportunity to make a real difference alongside their panel of experts is one I'm really looking forward to," said Josh Hershman, MD, Ten Toes Media

Josh began his career in social media at UEFA, the governing body of football in Europe, where he worked across their social media brands before joining Premier League team Tottenham Hotspur. Josh was in charge of the social team at the north London club, working closely with its partners and players to substantially augment audience numbers and engagement levels for the club. As Managing Director of Ten Toes Media, Josh continues to work closely with some of the world's most renowned footballers and companies, supporting their digital activities including commercials while providing ongoing strategic consultancy.

“We are extremely excited to have the support of Ten Toes Media as an agency partner and Josh Hershman as our newest advisory panel member. Both Ten Toes Media and Josh have a deep knowledge and understanding of the best and worst aspects of the sports industry and are perfectly positioned to help Cybersmile develop meaningful programmes and campaigns to help reduce the amount of toxicity and abuse in sport,” said Dan Raisbeck, The Cybersmile Foundation.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to tackling all forms of digital abuse and bullying 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).