



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation and The CW Network Launch “Dare to Love, Defy Hate” Mental Health Campaign

PALO ALTO, October 10, 2022 – The Cybersmile Foundation has teamed up with The CW Network to launch a powerful campaign entitled “Dare to Love, Defy Hate” on World Mental Health Day.

The season-long CW Network campaign, coinciding with National Bullying Prevention Month, kicks off with a cyberbullying prevention Public Service Announcement featuring CW talent and “Where Is Our Love Song” by Stevie Wonder - the official soundtrack of the initiative. The song’s message of love, humanity, togetherness and peace will help elevate the importance of mental health awareness for all generations.

The campaign is answering United States’ Surgeon General Dr. Vivek H. Murthy’s call to tackle the number 1 issue facing American youth - mental health - by launching a new ongoing mental health initiative to help raise awareness of the multifaceted issue and engage a wider audience to be part of the solution.

The partnership between The CW Network and The Cybersmile Foundation encourages young people to prioritize love, kindness and respect and to provide resources and support to those facing cyberbullying related issues.

“It is an absolute honor to work alongside The CW Network and such incredible talent on this crucial campaign. It has never been more important to raise awareness of the impact that cyberbullying can have on our mental health and of the resources available to those affected. We are grateful to The CW Network for their commitment to this issue,” said Scott Freeman, CEO of The Cybersmile Foundation.

Additional public service announcements addressing other areas of mental health will debut in the coming weeks as a part of the ongoing initiative. All spots will air during primetime on broadcast television as well as be available on the network's digital and social media platforms including The CW App and CWTV.com.

Throughout the season, several of The CW's hit original series will also be participating in the campaign with specifically-themed storylines and episodes revolving around mental health issues. ALL AMERICAN and ALL AMERICAN: HOMECOMING will continue to highlight the stress, anxiety and pressure on young people involved in athletics during the course of their seasons. Additional series that will be addressing the issues of mental health this season include KUNG FU, NANCY DREW, SUPERMAN & LOIS, WALKER and WALKER INDEPENDENCE.

In addition to extensive on-air, online and social media content, The CW will be collaborating directly with advertisers and affiliates to bring this initiative to local communities across the country.

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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