



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation and Urban Decay Launch Changemaker Education and Empowerment Program

Palo Alto, USA, February 8, 2022 – The Cybersmile Foundation and Urban Decay have announced the launch of a meaningful education program designed to educate and empower 500,000 internet users with the tools and knowledge to keep themselves and others safe online.

The Changemaker Program launches today and features 6 interactive educational modules and a downloadable changemaker toolkit which will provide internet users of all ages and abilities with everything they need to stay safe online, help others and make use of the power of the internet to support marginalized communities through considered and appropriate allyship.

“We are excited to launch our new Changemaker Program as part of our long-term partnership with Urban Decay. The changemaker curriculum has been designed to educate and empower internet users with the tools they need to utilize the power of the internet and use technology to make a real positive difference to the world,” said Scott Freeman, CEO of The Cybersmile Foundation.

The changemaker curriculum consists of the following educational modules and supporting materials:

Bystander, Upstander or Ally?

Learn about the key roles related to becoming a changemaker.

Becoming an Upstander

Understand what upstanding is, how to do it safely and why it is so important.

Allyship on Social Media

Explore what allyship really means and how to be an effective ally online.

Dealing with Online Bullying

Learn important ways to keep yourself and other people safe on social media.

Mental Health and Social Media

Explore the relationship between social media and our mental health.

Becoming a Changemaker

Everything you need to use your social platform to make the world a better place.

The Changemaker Toolkit

A downloadable toolkit designed to enhance the interactive modules and equip internet users to make a real difference in the world.

The launch of the Changemaker Program comes as part of a three-year global partnership between The Cybersmile Foundation and Urban Decay which was announced in September 2021. The partnership will educate and empower the Urban Decay community, workforce and wider public to not only remain safe online but also how to use the power of the internet to impact the world in a positive way through considered social media use.

“Social media can be such a powerful place for good. A place where we learn from each other. A place where we can be allies together. Unfortunately, it is also a place that gives scale to online bullying, which hurts in real life. This partnership to help educate our community is not just a moment for us, it’s a constant commitment to be changemakers where we can help empower our community to stand up in their difference,” said Malena Higuera, General Manager, Urban Decay Cosmetics.

Internet users can access the Changemaker Program at <https://www.cybersmileeducation.org/urbandecay> and can also download the Changemaker Toolkit in the resources section of the Cybersmile website.

ABOUT URBAN DECAY COSMETICS

Urban Decay Cosmetics appeals to those who relish their individuality and embrace what makes them different. We have challenged the industry’s definition of beauty since 1996, when we disrupted the sea of pink dominating makeup counters everywhere. From our all-encompassing, cruelty-free range of bold and velvety eyeshadows - which include our bestselling Naked palettes—to our award-winning eye pencils, budge-proof mascaras, and cult-status makeup setting sprays, our version of “pretty” has always been pretty different beauty.

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.

CONTACT

Press Officer

pressoffice@cybersmile.org

<https://www.cybersmile.org>

U.S. WEST

530 Lytton Avenue
2nd Floor
Palo Alto
CA 94301

U.S. EAST

99 Hudson Street
5th Floor
TriBeCa
New York
NY 10013

U.K. & INTERNATIONAL

3 London Bridge Street
3rd Floor
London
SE1 9SG

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).