



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

# **The Cybersmile Foundation and Zink Talent Partner to Tackle Cyberbullying and Its Impact on Mental Health**

**PALO ALTO, California, May 14th, 2024** – The Cybersmile Foundation is partnering with Los Angeles-based, leading influencer talent management agency Zink Talent to address the issue of cyberbullying and the impact that it has on mental health through the power of creator initiatives. The partnership will commence with an influencer-led campaign that will inspire influencers and online communities to take a proactive stance against cyberbullying on June 21st to mark Stop Cyberbullying Day 2024.

Recognizing the profound impact that cyberbullying is having on people's mental health worldwide, Cybersmile and Zink Talent are harnessing their combined networks and resources to initiate meaningful conversations and promote positive actions against online bullying. Through a series of planned activities and strategic outreach, the partnership aims to leverage the unique position of influencers to drive change.

“We’re excited to see the positive impact that will come from our work together,” says Scott Freeman, CEO of The Cybersmile Foundation. “Our partnership with Zink Talent will have a profound effect on the lives of many people around the world.”

Zink Talent’s vast network of influencers will initiate critical conversations, share their personal experiences, and champion positive actions against cyberbullying. Founder and CEO of Zink Talent, Samantha Zink, has been passionate about creating change in the online space for years. For the past decade, she has been heavily involved in social media, and having worked with influencers since 2018, Samantha has been exposed to the extensive online hate that is spread daily.

"Influencers have the power to reach millions of people all over the world with one post, and having witnessed the constant negativity on social media, I am thrilled to partner with

Cybersmile," says Samantha Zink. "Cybersmile is a great organization for anyone looking for a resource that can help with any aspect of cyberbullying."

This partnership marks a pivotal moment in the fight against cyberbullying, demonstrating the powerful impact of collaboration and influencer advocacy in addressing critical social issues.

## **ABOUT ZINK TALENT**

Samantha Zink is the Founder and CEO of Zink Talent, a visionary talent management agency that represents a diverse array of digital creators and influencers. The team is composed of professionals who specialize in managing collaborations and brand deals for influencers. The agency's impressive portfolio includes partnerships with renowned brands such as Patrick Ta, YSL Beauty, Dior Beauty, Michael Kors, Celine, Nike, Adidas, Puma, Amazon, David Yurman, and Charlotte Tilbury. With a focus on empowering talent and fostering positive online environments, Zink Talent is at the forefront of leveraging influencer platforms for meaningful change.

## **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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